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WRESTLING CONFIDENTIAL

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JULY 1964

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IS WRESTLING A FAKE?

SAMMARTINO WILL MEET LOU THESZ

(See Page 54)

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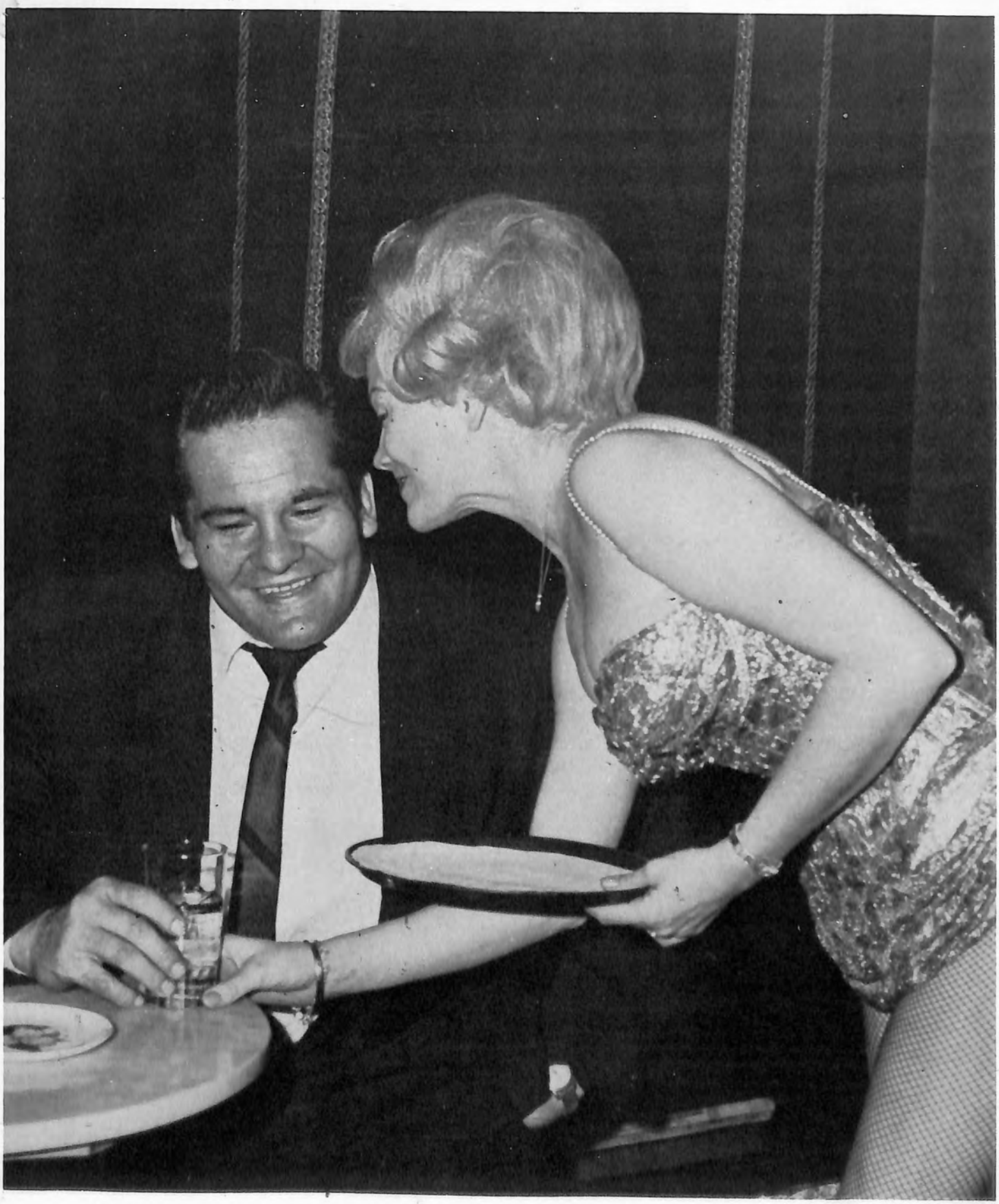

It's easy to see why the Magnificent Maurice likes to spend his free hours at the Gaslight Club in New York. (See page 18).

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WRESTLING AFTER DARK

By Georgiann Mastis

DR. BILL MILLER is the proud father of a new baby BOY, to accompany his four lovely daughters . . . . .

The word is out that DIAMOND JACK is now a blond. Is it true blonds have more fun???? I guess it is. JACK recently married pretty, Nancy Hengen. They're making their home in Philadelphia, Pa. . . . . .

MR. & MRS. DICK STEINBORN called their newest addition Deborah Susan . . . . .

SONNY BOY CASSIDY is heading for Japan in the not too distant future . . . . .

HANS MORTIER has returned from his native Germany. The KANGAROOS are currently in California, and manager RED BERRY is now managing THE GIANT SHOHEI BABA . . . . .

LORD LAYTON instructed members of the cast at the Detroit's Vanguard Theatre on the fundamental points of wrestling. The sessions were held during rehearsals of "TOO MANY THUMBS," a comedy play presented in Detroit before its off-Broadway opening in New York in February. Lord Layton's instructions were involved in scenes in which a laboratory assistant tries to subdue the hero of the play, who is a chimpanzee . . . . .

PAT O'CONNOR defeated DUKE HOFFMAN for the Nebraska State Heavyweight title in Omaha. The Duke is currently in Ontario, Canada wrestling under the name of BOB LEIPLER . . . . .

MIKE SHARPE is out of action due to a knife wound he suffered from a fan in Alabama . . . . .

In Texas, TOKYO TOM bows down to a magic black box in the center of the ring before each of his bouts . . . . .

Returnees to Michigan are Lou (Bastien) Klein, Ivan Kalmikoff and Hans Schmidt . . . . .

TONI ROSE, a newcomer to the field of wrestling, is known as "The body beautiful of the girl wrestlers" TONI measures 36-24-36 . . . . .

(Continued on page 8)

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(Continued from page 6)

MR. & MRS. ANTONINO ROCCA named their latest addition Natella . . . . .

On January 11th in New Haven, Conn. HAROLD POOLE (Mr. Universe) made his first appearance as a wrestler to defeat JOE QUINONES. Harold made an excellent debut . . . . .

MARK LEWIN has returned to Texas, as Maniac Mark . . . . .

The Masked Terror was revealed as JAY YORK, also known as The Alaskan . . . . .

The wrestler in Denver, Colo. being billed as Big Daddy Siki is not Sweet Daddy Siki—excuse me, Irresistible Sweet Daddy Siki—as he wants to be called . . . . .

I goofed in my last column. I said The Great Zim was Fritz von Erich, it was Waldo von Erich. Sorry.

In Toronto, Canada JOHNNY VALENTINE unmasked THE MASKED DESTROYER. It turned out to be KILLER JOE CHRISTIE, but not to be confused with The Destroyer in California. They are not the same . . . . .

Since LOU ALBANO (The Sicilian) had his heart attack and was told he couldn't ever wrestle again, he decided to buy two taxi cabs in White Plains, N.Y. where he resides. "And business is booming," says LOU . . . . .

CARLO MILANO & PETE SANCHEZ are currently in Tennessee . . .

Bridgeport, Conn. T.V. is no longer televised in Chicago. Fred Kohler put an end to it. But in sunny California, Bridgeport shows are telecasted . . . . .

BRUNO SAMMARTINO, W.W.W.F. champion, will soon be sporting around in a new full length robe, with Italian and American flags . . .

TOSH TOGO'S real name is HAROLD SAKATA. He was a former weight-lifting champion . . . . . Speaking of weight-lifting champs, BRUNO SAMMARTINO has topped his own world's record of 565 pounds. He now can bench press 595, and is trying for 620.

The latest craze in the Five & Ten Cent Stores are Silly Pills put out by the E. Rosen Company, Pawtucket, R.I. They have WRESTLING PILLS in yellow and aqua . . . helps you get a grip on yourself . . . .

Currently wrestling in Detroit, Mich. is Don Slatton, also known as The Lawman . . . . .

A newcomer to the Arizona area is HONEST JOHN, who looks like Al Smith (Jolly Charlie). Also, Ted Christy is in this area . . . . .

(Continued on page 10)

STARTING TO GET BALD?

take hope

for new hair with the Brandenfels Home System!

Like you...and you...and you, these people were losing their hair, or were actually bald. Look at them now! They used the Brandenfels Home System of Applications and Massage. Their heart-warming experience offers you a wonderful incentive for action.

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You see, medical research has shown that hair grows in cycles. The follicle produces a hair, then *"rests"* before normal hair growth starts again. And the crucial time, it is believed, is this "resting" period.

If, because of a poor scalp condition this "resting" time is lengthened, the follicle may deteriorate so far it can never recover. So the important point is to do something NOW — before it is too late.

MICROSCOPE SHOWS MIRACLE OF HAIR REGROWTH

1. Cross section from one scalp in a test group, made before the use of the Brandenfels System. Doctors said: The follicle is small (and "resting"), the opening is plugged with sebacious gum (dandruff scale) and scaly skin layers; no hair evident.

2. Typical cross-section made from scalp of a successful Brandenfels user, a few weeks after following instructions. Now the doctors' comments were: the follicle has increased in size, the opening is no longer plugged and a tiny hair is in evidence.

3. Now, with hair regrown, this microscopic enlargement of a cross-section was made. The doctors said: the follicle has increased in size, the plug in the opening has disappeared and the hair shaft in the follicle is proof of new production.

PLEASANT TO USE AT HOME... 1 TO 4 BENEFITS

If you have (**1**) excessively falling hair, (**2**) ugly dandruff, (**3**) a rapidly receding hair line, or (**4**) any unhealthy scalp condition, DON'T WAIT! It may be possible for you to arrest these conditions right at home, without expensive office calls.

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Send the coupon RIGHT NOW before you misplace this important message. Remember, every day you wait you may make your problem more difficult. Act Now!

1 Al Leifson, grocer, was one of the group participating in the medical research from which came the microscopic enlargements of follicles "before" and "after" shown at the left.

2 "Only those who have lost their hair can know what a thrill it is to have hair again. Mine has filled in where it was sparse for 8 years," says this Seattle man.

3 Would you believe a man over 60 years of age and bald for more than 20 years could ever regrow hair? Here's proof that he did—with the Brandenfels Home Plan.

4 This young man was completely bald but these two pictures show what he accomplished in 24 weeks with the Brandenfels System, and the full head of hair he finally achieved.

5 Where follicles (roots) were still alive this man was able to achieve a very considerable hair regrowth with the Brandenfels Home System —as these pictures show.

6 Doctors who were skeptical that this little girl would regain her hair now shake their heads in wonderment at dramatic results following use of the Brandenfels Plan.

HERE'S MORE EVIDENCE FOR HOPE

Letters, testimonials and scalp pictures (unretouched) are bonafide. All are reproduced by permission.

Competent doctors and clinicians conducted tests and made observations that showed hair regrowth with the Brandenfels HOME PLAN in varying degrees in a reasonable proportion of cases.

In addition, licensed CPA's have certified over 23,000 letters and reports telling of hair regrowth, less excessive hair fall, relief from dandruff scale, other improved scalp conditions.

Testimonials may be seen at St. Helens, Oregon, when permission given.

References: St. Helens Bank, U. S. National Bank, Chamber of Commerce—all St. Helens, Oregon

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My waist measure is.....inches.

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CITY.....ZONE.....STATE.....

(Continued from page 8)

Newcomers to New York are Cowboy Bill Watts, Jerry Miller, Rocky Cookson, Frank Hickey, Cyclone Sota. Two old faces back are the GIANT BABA and the fast rising TONY MARINO . . . . .

In Atlanta, Georgia recently, EDDIE GRAHAM defeated and unmasked THE MIGHTY HERCULES. It turned out to be none other than BOBBY GRAHAM. When BOBBY was in New York he wrestled as PAT KENNEDY . . . . .

MARK TENDLER, ex-wrestler, is currently in New York as a bouncer at P. J. Clarks Bar . . . . .

In Toledo, Ohio, CZAYA (BOB) NANDOR was in a terrible car accident. His car was totally demolished. Bob was unconscious for a long time. He had chest injuries and cuts, but is A-OK now. He said, "If it wasn't for those seat belts, I don't think I'd be alive today." BOB'S wife BEVERLY is expecting . . . . .

THE FABULOUS MOOLAH (Lillian) and husband, BUDDY LEE, have separated. Moolah is headed for Arizona and Buddy went to Mass. to help Tony Santos promote. The reason for the separation is a triangle between Moolah, Buddy Lee and Rita Cortez. Moolah is currently running THE BUDDY LEE GIRL ENTERPRISES as the LILLIAN ELLISON'S GIRL ENTERPRISES. Rita Cortez is now being billed as the un-crowned World's Heavyweight Champion in Buddy Lee's territory . . . . .

BRUNO SAMMARTINO in Boston, Mass., is PANCHO ROSARIO . .

There is no longer wrestling at Sunnyside Gardens. TONY ROCCA is now holding his matches at Bay Ridge Arena in Brooklyn, New York on Tuesdays . . . . .

CHRIS & JOHN TOLOS went to a DRAW the second time they met KILLER KOWALSKI & GORILLA MONSOON at Paterson, N. J. Armory. CHRIS & JOHN have been a tag-team for 14 years, the longest any tag-team has ever been together . . . . .

All of our readers would love to see a BRUNO SAMMARTINO vs. LOU THESZ match. How about it promoters, what are you waiting for ????? We're sure it would be a complete sell-out anywhere . . . . .

All of our readers would love to see a BRUNO SAMMARTINO vs. LOU THESZ match. How about it promoters, what are you waiting for ????? We're sure it would be a complete sell-out anywhere . . . . .

On January 31, 1964 in Los Angeles FRED BLASSIE defeated EDOUARD CARPENTIER for the W.W.A. Heavyweight Championship . . .

Promoter Jimmy Murdock has been packing them in in the Florida area. BIG BOB ORTON is currently holding the Southern Heavyweight Champion, which he won a few months ago from EDDIE GRAHAM, Florida's favorite . . . . .

Currently in Florida are Haystacks Calhoun, Tim Woods, Skull Murphy & Brute Bernard, Tito Carreon, Duke Keomuka, Tiger McCarthy, Hiro Matsuda, plus many, many others.

SEE YOU AFTER DARK . . . . .

Don Bolander, M.A., University of Chicago; B.S., Northwestern University; Director of Career Institute; authority on adult education.

Would better English give you a better chance?

Give me just 15 minutes of your spare time each day and I will show you how to speak and write like a college graduate!

LET'S FACE IT

An intelligent, ambitious, personable man is passed over for a promotion.... A man's wife—or his daughter—is ashamed of his English.... These situations, common as they are, cause unnecessary shame and disappointment. And yet, in this day of higher education, almost everyone is expected to speak and write like a college graduate. Unfortunately, those who fail to measure up may be passed over in business or slighted socially.

What About You?

Do you feel sure of *your* English? Can you talk easily and confidently with anyone, in any situation? Can you write a flawless letter to a client, a prospective employer, a personal friend? Do you feel confident as a person because you are confident of your language? Do people think of you as an educated man?

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Correct English must always be learned, and you *can* master it, without going back to school. Over the years I have helped thousands of men and women to improve their speaking and writing, to increase their vocabularies, to become interesting conversationalists—*easily and enjoyably, right in their own homes.*

Here's What to Do

To accomplish these results spend 15 minutes a day with the Career Institute Method. Through this tested method you can master good English, enlarge your vocabulary, and develop the ability to organize your thoughts and express them clearly. Take the first step, NOW! You can quickly and easily bring your English up to today's high standards—you can do something to help yourself get ahead!

Let's Consider Your Questions:

Question *What is so important about my ability to speak and write?*

Answer People judge you by the way you speak and write. Good English is absolutely necessary for making a good impression and getting ahead in business and social life. You can't express your ideas fully or reveal your true personality without a sure command of good English.

Question *What does a "command of good English" mean?*

Answer It means you can express yourself clearly and easily without fear of embarrassment or making mistakes. It means you can write well, carry on a good conversation—also read rapidly and remember what you read.

Question *Are there other advantages to be gained by acquiring a command of good English?*

Answer Yes! Words are actually "tools of thought." The more you learn about words and how to use them to form and express your ideas, the better your *thinking* becomes. For this reason a command of good English often pays off in unexpected ways.

Question *Wouldn't I have to go back to school for a command of good English?*

Answer No, not any more. You can gain the ability to speak and write like a college graduate right in your own home—in only a few minutes each day.

Question *Is this something new?*

Answer Career Institute of Chicago has been helping people for many years. The unique Career Institute Method quickly shows you how to stop making embarrassing mistakes, gain a colorful vocabulary, write clearly and well, and discover the "secrets" of interesting conversation.

Question *How do I know it works?*

Answer There are thousands of letters in my files, testimonials from people in all walks of life who have used the proved Career Institute Method to achieve amazing results. If you send in the coupon below, I will share some of these letters with you.

Question *How long will it take me to learn to speak and write like a college graduate, using your method?*

Answer Some people take only a few weeks to gain a command of good English. Others take longer. It is up to you to set your own pace. In as little time as 15 minutes a day, you will see quick results.

Question *How can I find out more about the Career Institute Method?*

Answer I will gladly mail a free 32-page booklet to you. The booklet fully explains the new easy-to-follow Career Institute Method and tells how you can gain a command of good English, quickly and enjoyably, at home. Just send a postcard or fill out and mail the coupon below.

DON BOLANDER, Career Institute, Dept. 9C, 30 East Adams, Chicago 3, Ill.

Please mail to me, without obligation, a free copy of your 32-page booklet, HOW TO GAIN A COMMAND OF GOOD ENGLISH

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THE DUKE GOES WRESTLING—The Duke of Edinburgh attended a wrestling show in London just like any other wrestling fan. He expresses his wishes to wrestler Nick McManus.

CONFIDENTIAL

Letters

REFRESHED

Dear Editor,

Your magazine **Wrestling Confidential** is new and refreshing.

Mrs. Bella Kirchner
Bronx, N. Y.

SATISFIED

Dear Editor,

I purchased a copy of **Wrestling Confidential** and liked it very much.

As an avid wrestling fan, could I suggest that you include a section listing addresses of various fan clubs, etc. I'd also like to see a feature article on "Argentine" Apollo.

Jimmy Watson
New York

We have a fan club listing in our companion magazine, Wrestling World. How about the exclusive story we have on Apollo in this issue.

ENJOYABLE

Dear Editor,

In your copy of **Wrestling Confidential,** you have an article on Buddy Rogers, and I wish to say it was the most enjoyable article I have ever read. I want some information, however: I am an autographed picture collector, and have for the last 2 years, been collecting autographs of various movie stars, but now I have switched off of that, and am now particularly interested in obtaining as many autographed pictures of wrestlers as I can get.

To make a long story short, I would like the address of Buddy Rogers, so I can write him, for an autographed picture of he & Lecha, as well as Teri.

John Bowman
Pittsburgh, Penna.

Sorry, but we respect the privacy of the wrestlers and cannot furnish you with such confidential information. However, we will be more than glad to forward your request.

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M

WHY BIG BILL MILLER WORE A MASK

by Marc Ernest

Modern wrestling, spiced with a variety of freaks, oddball characters and gimmicks, has always found a special fascination held for its masked men by the paying customers.

That not only explains why the appearance of one on any professional card is no longer unusual, but why they'll continue to abound as long as public acceptance remains high.

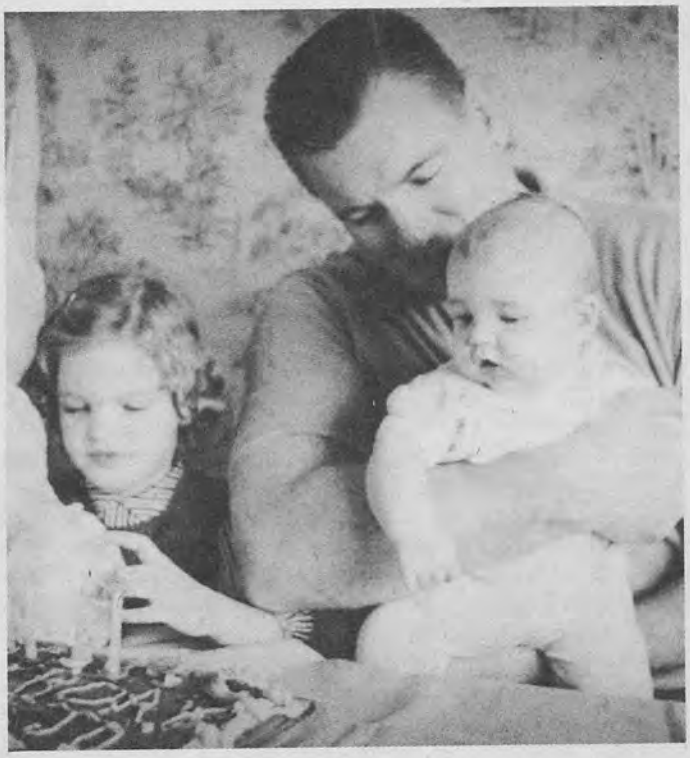
Why should this be? Why hasn't the welcome mat ever worn out for these hooded, shrouded, veiled perpetuators of mat mayhem?

The best psychologists agree it's the mystery which surrounds the identities of the faces behind the hoods that assures sure-fire box office action. The masked men are, basically, challenging the world to guess their true identities, and the public attempts to accept the challenge.

All of this cerebration means money for the mask wearers; and there you have the prime reason why many otherwise unsuccessful, totally ordinary wrestlers have turned to masks to salvage their lackluster careers. Though they submerge their own identities in the masks, the psychologists agree the masked men compensate by giving themselves new ones . . . and for rich financial rewards, too.

That's why Dr. Bill Miller, former three sport star at Ohio State and a member of a Buckeye Rose Bowl football team, spent one year behind a mask in Minnesota. That might be why The Destroyer, El Medico II, The Great Bolo, and The Masked Terror—to name four of the current batch—are doing likewise. It may be hot and sticky behind that shroud, but the money is good!

However, once the mask has been forcibly removed in public, the records show that many of the wearers then slide back into their former bare-faced obscurity.



"I wanted the best things in life for my family. To get those things one needs big money and the mask was one way to get it."

Bill plays with Julie Bell. Marcy and Roxannie are in background.

Bill's wife and the four girls play on floor in front of TV set.

Daddy gives five-year-old Marcy a push.

Miller practices archery in his backyard.

Their old lack of popular appeal—or, unpopular appeal, if you prefer—remains as powerful as ever. Miller, fortunately, is among the notable exceptions.

He not only was a celebrated athlete before he turned to professional wrestling, but a celebrated wrestler before he wore a mask, and a continued celebrated wrestler once the mask was removed by Verne Gagne before a $14,000 house in Minneapolis.

The question arises, quite naturally then:

Why would a wrestler of Big Bill Miller's accepted stature choose to wear a mask, especially in view of his own outspoken, and well publicized opposition to such gimmickry which he believes is actually undermining modern wrestling?

"To begin with, I like to eat," he said. "I also want the best things in life for my wife and children. To get those things, one needs money—big money."

That's why the 6-5, 250-pound blond, crew cut giant decided on a mask after ten years as a top flight wrestler. He'd had over 2,000 matches against the finest opposition available. He'd travelled the length and breadth of the nation meeting that opposition. Unloved by a majority of the fans because of the hard punishment he dealt out, he never quite reached the big pay days wrestling as himself.

"Then, I guess I got a little envious at some of the money the gimmick guys were earning," he explained, "especially two or three I happened to work on the same show with. When I heard the kind of cash they were hauling to the bank every day, I decided my approach was wrong. Not that I wasn't doing all right in 1960. I mean, I don't exactly work for peanuts, either. But, I decided that if I used a gimmick, no matter how unoriginal it might be, I couldn't miss—because I had great, natural wrestling ability to begin with."

Examine that statement and it reveals a lot about Big Bill Miller. It also reveals a lot about masked wrestling. For one thing, Miller was and is supremely confident of his own talents. For another, he proved that many of the masked men, incapable of success bare-faced, possessed great appeal through the gimmick.

MR. "M"

Switching to a mask worked for Miller. Here's how he did it:

In 1961, after ten notable years among the nation's top 50 wrestlers, he switched his base of operations from Columbus to the Twin Cities of Minneapolis and St. Paul. There, he bought a rakish looking hood, adopted the name Mr. M., and started a new career.

As Mr. M., he was sensational. Within two months he grappled his way to the Minnesota state heavyweight championship, had the crowds solidly against him, and most important of all, began earning larger pay days than he had ever known before.

"It was great fun," he recalled a few months ago. "It was fun for two reasons. First, I put together a winning streak which even surprised me. I went nearly a year as Mr. M., after I won the state title, before I was defeated.

Big Bill plays Chinese checkers with Colleen, Marcy and Roxannie.

Bill takes parakeet Chuckie Boy out of cage. He was found in yard.

"Second, it was fun listening and reading about all the guys I was supposed to be. Some of the guesses were quite flattering—and, some were not. The people never quite determined what Mr. M. stood for, either. They didn't know if it stood for a last name starting with M., which it did, or if it stood for Mask."

Miller also found satisfaction in the recognition of his talents over and above the mask. Mr. M., it had become apparent, was no ordinary masked man. This one had genuine wrestling ability. Rough, yes, but possessed of sufficient classic wrestling knowledge to serve as the foundation for his style. His list of victims proved that—especially two resounding triumphs over the great Gagne, who later annexed the American Wrestling Alliance heavyweight championship.

"That winning streak has to be one of the greatest in wrestling history," Big Bill said. "I was working three to four times a week, and you multiply that into something close to 50 weeks, and it projects out to 225 victories in a row!"

Quite a streak, and quite a testimony to this ruggedly handsome college graduate. This fellow is no dunderhead. He is a practicing doctor of veterinary medicine back home in Columbus, O., and the happily married father of four daughters and a son.

"That's why I'll never do anything that would shame me in the eyes of my family or my clients," he said seriously. "Yes, I'm rough, but I'm not foul. I have to face my wife and kids, remember, and those clients. When I retire from wrestling—my basic income is going to have to come from my veterinary practice."

Now, when a masked wrestler is finally unmasked history discloses a vindictive delight among those present who see, or, at least sense, the presence of evil in the shrouded face. This is logical since there can be nothing heroic about a hood. Miller encountered a diametrically opposite reaction the night Gagne finally defeated him, and ripped his mask off in the bargain.

"The fans didn't hold it against me at all," he said. "They were real good about it. Most of them were surprised to see Mr. M. turn out to be Dr. Bill Miller, a nationally known wrestler, anyway."

The crowd did have no malcontent with assassin's tendencies. While leaving the ring, his torn mask in one hand, Bill was smashed over the head by a typical "crowd coward" using a 2-by-6 plank with a one-inch cleat fastened to one end.

Miller was knocked unconscious by the blow, and was rushed to the hospital where he was found to be suffering from a serious brain concussion. Later, he was transferred to the Mayo Clinic in Rochester, Minn.

"Luckily, my skull wasn't fractured," he grimaced. "It easily could have been. In fact, I could have been killed."

The attack on Miller was a shocking surprise. His unmasking had not stirred any notable resentment.

Miller, delighted at the reception, remained in the Minnesota territory—after recovering from his head injury—for

Billie Jo, daddy and five-month old David.

Fido, left, joins in play with Julie Bell.

Magnificent Maurice has a flair for Hollywood and likes to live the role of a movie star. He is a handsome man who lives in Greenwich Village and frequents night spots whenever he can.

In another one of its exclusive stories, WRESTLING CONFIDENTIAL caught Maurice one night entering his favorite New York spot, the Gaslight Club, a private key club for members only.

At first, Maurice was uncooperative and tried to hide his identity when he discovered WRESTLING CONFIDENTIAL's cameraman, Jim Marr. However, once inside, he finally consented to allow his picture to be taken in presenting the Magnificent Maurice the fans never knew before.

Maurice is greeted by club manager Vincent Benich.

Magnificent Maurice tries to shield his face upon entering Gaslight Club.

The club's pretty dolls couldn't wait to welcome Maurice. Cutie Cindy Hart shakes the wrestler's hand while Kelly Robbins and Marilyn Wilber wait their turn.

CAUGHT! Magnificent Maurice at his favorite night spot!

Maurice first stopped at the bar after his warm welcome.

Cindy comes over to the bar just long enough to adjust Maurice's tie much to his delight.

Club's library offers quietness to Maurice.

He finds humorous passage in old classic.

Marilyn (center) and Kelly find a conversation with Maurice a bit on the funny side of things.

Maurice decides to sit down and have a drink in the library. Marilyn not only obliges by bringing him one but adjusts his tie in the process.

Maurice eyes painting of Elizabeth Taylor.

He very closely studies another work of art.

Maurice then sits down and studies the menu.

Pretty Kelly comes over to help him decide.

Maurice likes the selection Kelly recommends.

Then she lights his cigarette before dinner.

Members of the late Rikidozan's family, from left, Chieko, Mitsuo and Yoshihiro, all children from his first marriage, and his widow Keiko.

Keiko carries her husband's championship belt. With her is Japanese wrestling star Katsurahama.

Wrestling Says Farewell To Gorgeous

Casket is carried from funeral services. Dick Lane is at left, Baron Leone, right.

Orchid colored casket covered with flowers.

MEMORIAL SERVICE
FOR
GORGEOUS GEORGE

PASSED AWAY
DECEMBER 26, 1963

SERVICE HELD
UTTER MCKINLEY'S
WILSHIRE CHAPEL
DECEMBER 30, AT 12:00 NOON

OFFICIANT
MR. HARRY BLACK

MUSIC BY
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SOLOIST-JIMMY LENNON
SOLOIST-EARLE WILKE

INTERMENT
VALHALLA MEMORIAL PARK

George Wagner, 48, a former heavyweight wrestler, died on Dec. 26, 1963 in General Hospital in Los Angeles.

George Wagner? Who was he?

Well, he was strictly nobody when he was George Wagner. But then he turned into Gorgeous George.

Georgeous George of the luxuriant blond hair-do, the perfume (a special blend noted in the press releases as George No. 4), and the yards of silk and satin finery was a name written large, and in flowing script, in the annals of professional wrestling.

It is also a name held dear by a considerable number of retail television entrepreneurs in the Los Angeles area. But for Gorgeous, a lot of them wouldn't have been able to stay in business until television came to stay.

Out there, in the late 1940s, folks could take Milton Berle or leave him alone, and too many of them were leaving him alone to suit the television dealers. Then Gorgeous George came into the picture, and scores, then hundreds, then thousands of people ordered sets so they could see the picture, too.

The word spread, and Gorgeous George moved out across the country, leaving the Southern California living rooms to other performers while he cleaned up in personal appearances to the tune of some $70,000 a year.

Along with him went a wardrobe that would send shivers of delight up the spine of a chain-store model. The wardrobe included a collection of elaborately embroidered robes that amounted, at one time, to a grand total of 88.

Also along with him went a personal attendant, or valet, he called Jackson, and one of Jackson's principal functions was to spray Gorgeous with George No. 4 before each performance and to take care of all gaudy raiment as George divested himself of it amid a gratifying chorus of catcalls and jeers.

For that was the whole idea, that chorus of catcalls and jeers. It was the aim in life of Gorgeous George to make people hate him and hate enough to pay handsomely for the privilege of doing it out loud.

Just to aggravate the customers a bit more, Gorgeous made a practice of having his hair done in one of the local beauty parlors whenever he turned up in a town for a wrestling bill. He was always available for an interview regarding the talents of the current hairdresser.

The hair stylist might not like it, but the customers ate it up.

About the only place Gorgeous George came a cropper was New York, where his appearance in February, 1948, marked the resumption of wrestling in Madison Square Garden after a 12-year lapse. He threw George Dusek with a head lock and a body press in 26.57 of a one-fall match. Wrestling itself, as a Garden attraction, didn't take hold, and the only debatable question was whether subsequent attractions failed to live up to the first one or simply couldn't survive it.

After that, until he retired a couple of years later, Gorgeous George stuck to the hinderlands. After his retirement, he opened a liquor store in the San Fernando Valley of Southern California.

He was born in Seward, Neb., but was brought up in Texas, where he started his wrestling career at 14. It was in 1940 that he hit upon the idea—or someone else hit him with it—of dying his hair and letting it grow.

The act had almost instant appeal, and before long the valet, wardrobe, perfumery, mincing manner, etc., were built in.

George was married twice and was the father of three children, two by the first marriage, one by the next. Both marriages ended in divorce.

George...

PHOTOS NEVER PUBLISHED BEFORE

Wrestler Pepper Gomez attended funeral.

Former wrestler Sandor Szabo also attended.

Wrestler Billy Varga also paid respects.

From left, Baron Leone, Ted, Vic Christy.

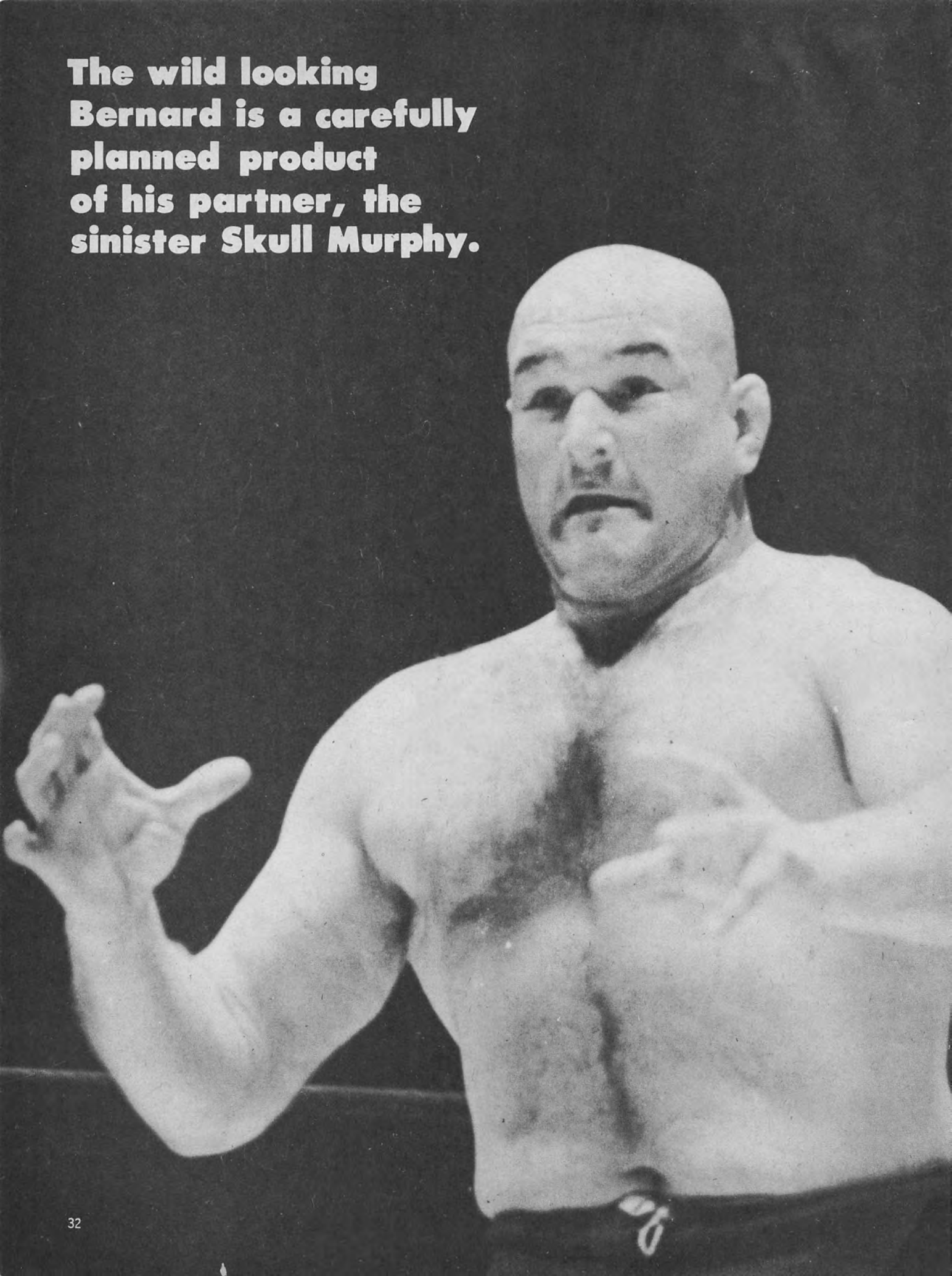
Leone arrives with promoter Jules Strongbow.

Former mat star Mike Mazurki was there.

From left, Hardy Kruskamp and Dick Lane.

Pall bearers bow their heads at graveside.

Undertaker puts orchid on George's casket.



The wild looking Bernard is a carefully planned product of his partner, the sinister Skull Murphy.

WHY BRUTE BERNARD ACTS THE WAY HE DOES

By J. Ralph Hogan

It's doubtful that anyone who has ever seen Skull Murphy in action could conceive of anything more savage and ruthless than this hairless, head-butting maniac from Cork, Ireland. Murphy, the one man in the Emerald Isle with a noggin that could stop a shillelagh, was the only person who thought he wasn't bad enough by himself. He decided that he should have a partner for tag team matches who would reflect his own "principles," practices and appearance. It must be admitted that Mr. Murphy outdid himself when he selected Brute Bernard.

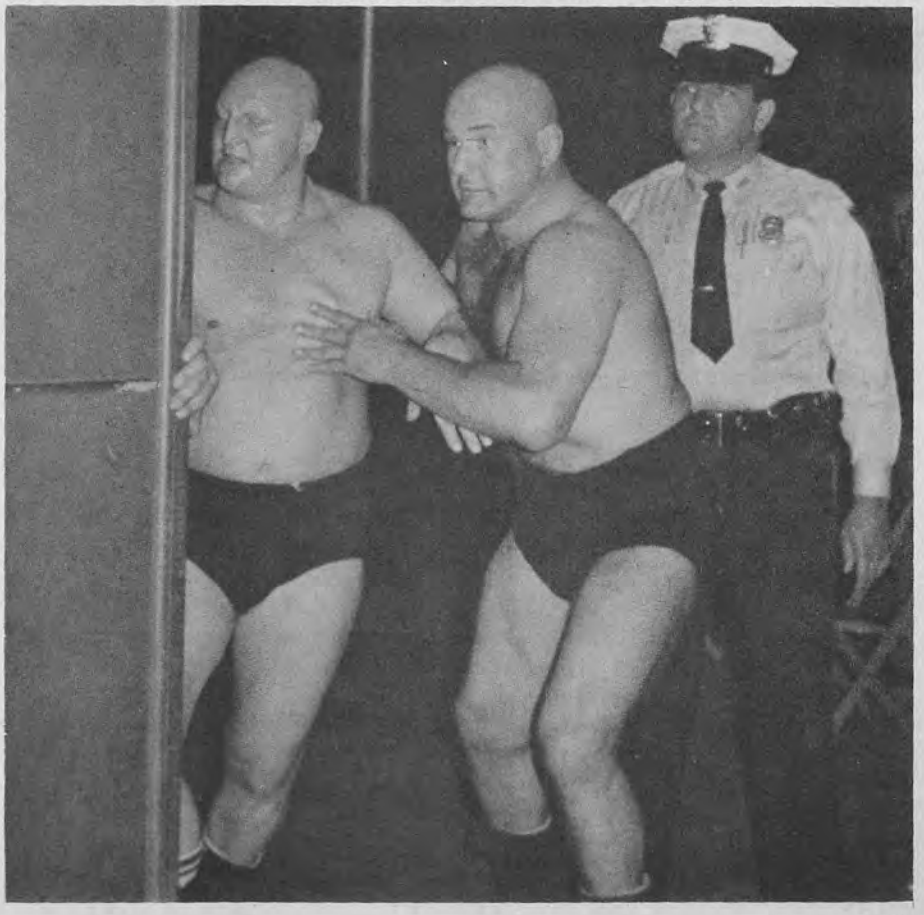
When Skull Murphy and Brute Bernard climb into a ring, the wrestling fans immediately go wild. Bernard behaves like a caged animal. He paces back and forth in the ring, shifting his gaze repeatedly from one section of fans to another. Everywhere he looks, paper cups are wadded up and hurled at him; people shout insults; belligerent young men invite him to step out of the ring and do battle with the mob.

Skull Murphy who, like most villain wrestlers, tries to ignore the crowd completely, is clearly displeased by this. Their opponents, of course, are delighted to see Murphy and Bernard so annoyed by the fans. Skull tries to get his partner to stay in their corner until such time as his attention can be diverted to the business at hand—wrestling—and ignore the crowd. Bernard, however, cannot take his eyes off the thousands of shouting, insulting, threatening fans who surround him. Finally, he roars inarticulate blasphemies at his agitators, but this only serves to increase their agitations.

As the din grows louder, his movements become even more jerky, spasmodic, and uncertain, almost as if he were losing control of his powerful muscles. His eyes become absolutely wild. He backs into his corner like a wild animal at bay. Murphy manages to calm him a little until the bell rings, when the hated Irishman sends him in to soften up an opponent who, amused by the pre-bout behavior of Bernard, isn't expecting the cruel, brutal beating he is about to receive at the hands of this mysterious, little-understood partner of the infamous Skull Murphy.

Since he has teamed up with Murphy, Brute Bernard has become equally

After a match, partner Skull Murphy restrains Brute Bernard from going back into arena.



renowned for his vicious, illegal tactics and his irrational behavior. When Murphy clamps his powerful hands about the throat of a helpless victim, his eyes betray a look of maniacal hatred sufficient to strike terror in the heart of the bravest of men. When Bernard duplicates this, one of their favorite tricks, his eyes reveal not merely calculated hatred, but the delight of a warped mind which enjoys inflicting pain for no apparent reason.

Skull Murphy probably has fewer admirers than any other wrestler in the business. However, he does have one who is so devoted that he will follow Murphy into any situation without question. This devoted follower is, of course, Brute Bernard. Bernard is so involved in his eagerness to be like Murphy that he seems, at times, to lose his own identity in his efforts. There is, however, a difference between the two men for which Bernard's shaved head and animalistic ferocity cannot compensate; Murphy is a clever, cunning leader, whereas Bernard is an obedient, unyielding follower. The combination is a deadly one indeed, as indicated by the following eyewitness account of a match which recently took place in Tampa, Florida.

"The bell rang; and Murphy, as is his custom, sent Bernard into the ring first to test the mettle of their opponents. Bernard's face betrayed a wild, half-frightened look as he approached Duke Keomuka. Smaller and faster, Keomuka outmaneuvered Bernard easily at first. Keomuka's agility annoyed Bernard; those who watched closely saw anger replace fear in the big man's eyes. Bernard took a series of judo chops from Keomuka, but kept right on charging in with his bull-like strength. Finally, he got his hands on his smaller opponent. Then it was a different story. After choking and beating Keomuka nearly senseless, Bernard tagged out with Murphy, at Murphy's direction. Murphy, still fresh, climbed into the ring and applied his famous head butt to Keomuka.

Murphy, senior member of the team, carefully gives his instructions to the attentive Bernard.

"Keomuka managed to stagger back to his corner, his face streaming blood from the cut inflicted by Murphy's infamous skull. Duke tagged out with his partner, Hiro Matsuda, who leaped into the ring and began a cautious, scientific attack upon Murphy. Murphy promptly tagged out, sending Bernard in to 'take the edge off' Matsuda. Following Murphy's instructions closely, Bernard maneuvered Matsuda into their corner, whereupon both Murphy and Bernard set upon the handsome young Japanese wrestler.

"This was the story throughout the entire match. Bernard would wear a man down with his massive size and strength, then Murphy would step in for the kill. The outcome was indecisive, as Murphy and Bernard were disqualified for repeated violations of the rules."

On the books, Murphy and Bernard have lost a number of matches for a top-rated team. Closer examination will, however, reveal that most of their losses, like the one just described, were via the disqualification route. Disqualifications, of course, mean nothing to this sadistic twosome; and they offer no excuses for losing matches this way. Their only concern is inflicting pain and injury upon opponents; and this they nearly always succeed in doing, regardless of the official outcome of their matches.

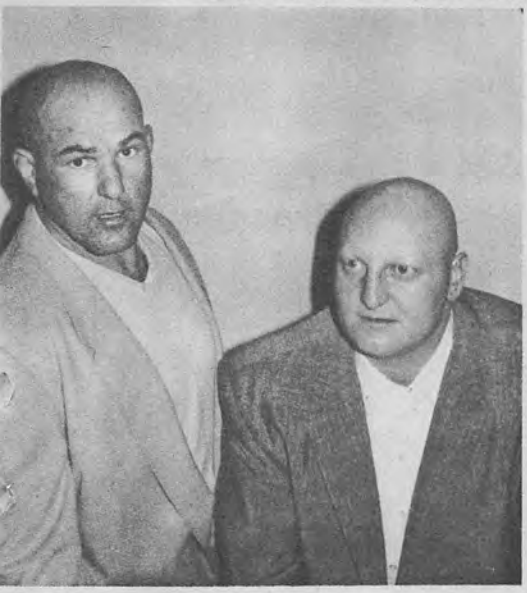
The matter with which we are most vitally concerned here is not, of course, the established fact that Skull Murphy and Brute Bernard constitute what is perhaps the most vicious and hated tag team in wrestling, but rather, **why?** Murphy's motives are comparatively obvious. If not eloquent, he is in any case outspoken to the extent that no one can overlook his obviously sadistic personality. His behavior coincides perfectly with his expressed opinions of hatred and contempt for fans and opponents alike. But what about Brute Bernard, the subjective partner in this destructive coalition?

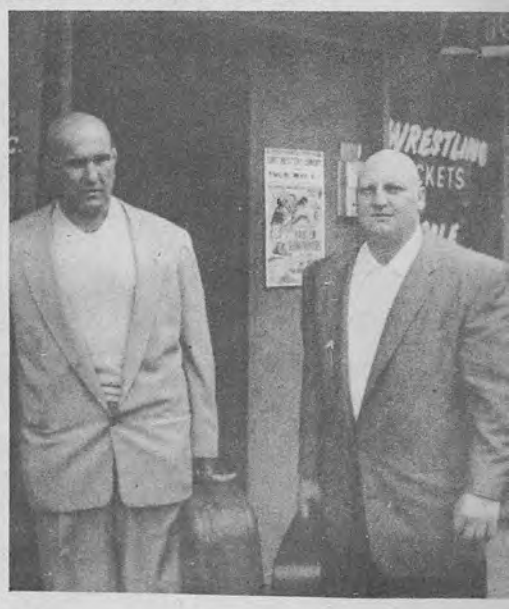
We attempted to secure an interview with Brute Bernard; and we might have succeeded, had Skull Murphy not discovered our intentions and interfered. Murphy was still outraged at a story which appeared in **Wrestling World** some months back and would not permit another interview, especially one which was primarily for the purpose of questioning Bernard.

It was, however, this extreme reluctance of Murphy's to let anyone talk with his partner which eventually led us to the information we sought. Having failed to obtain the information we were looking for from either Bernard or Murphy, we decided to pursue the matter further by contacting some people who had known Brute Bernard before he had become Skull Murphy's tag team partner. For obvious reasons, the people to whom we talked wish to remain anonymous. The facts they revealed to us, though, are secrets no longer!

Brute Bernard, believe it or not, is an extremely introverted person—his aggressiveness in the ring not with-

BERNARD IS NEVER WITHOUT SKULL MURPHY





standing! He is the type who, without a "Murphy" to push him, would probably not have an enemy in the world. Hard as it is to imagine Brute Bernard as being mild-mannered by nature, a basically submissive personality does make sense—as Murphy could never tolerate a partner whom he could not dominate completely. Bernard's behavior, then, would seem to be a result, not of his own aggressiveness, but rather that of his partner. Murphy has succeeded in influencing Bernard to the degree that Bernard **actually becomes Murphy** under the stress of a wrestling contest, when Murphy's power over him is at its strongest!

Murphy, realizing that to permit an interview with Bernard would be to invite the disclosure of these facts, was indeed serving his own purposes as best he could by refusing to let us talk to Bernard. Now that his secret is out, Murphy will undoubtedly discover that he must bear the burden of public resentment toward his partner as well as himself. He might even find it a little more difficult to control a resentful Brute Bernard.

As for Brute, he may in some respects be the innocent victim of a ruthless, unprincipled psychopath who is exploiting his size, strength and weak will for the purpose of destroying all that is decent in wrestling. It is, however, rather difficult to feel sympathy for a creature so exquisitely equipped to inspire fear as is Brute Bernard!

Wife Mary Lou fondly gazes at Vittorio who likes to relax by playing the piano when home.

year old Mary Kathleen, daddy's pride.

Now it's Vittorio's turn to admire Mary Lou's piano playing.

Vittorio Apollo is a handsome Argentenian who has a flock of admirers . . . mostly females, naturally. Fact of the matter is, most of his fan mail is from women fans who want an autographed picture of the dark-haired Latin.

Because of the fact that he is happily married with a beautiful baby daughter, Vittorio has broken the hearts of many women. His wife, Mary Lou, is an excellent cook; and Vittorio is especially fond of Italian food.

Vittorio is a real home-type husband. He doesn't like to be away from home for any great length of time and these pictures show why.

VITTORIO APOLLO IS HAPPY AT HOME

Vittorio helps Mary Kathleen to take steps.

Happy moment of day. Baby Mary shows her wrestling grip with a "nose lock" on daddy.

Vittorio and Mary pause by book shelf to look over family album.

Finding something they like, they sit down to look through book.

Vittorio displays model schooner he built.

A wrestler has to eat and Vittorio and Mary check the food supply in the basement freezer.

Apollo is very meticulous about his appearance. He is always clean shaven and keeps his black wavy hair neatly groomed in or out of the ring.

Vittorio studies a book about psychology.

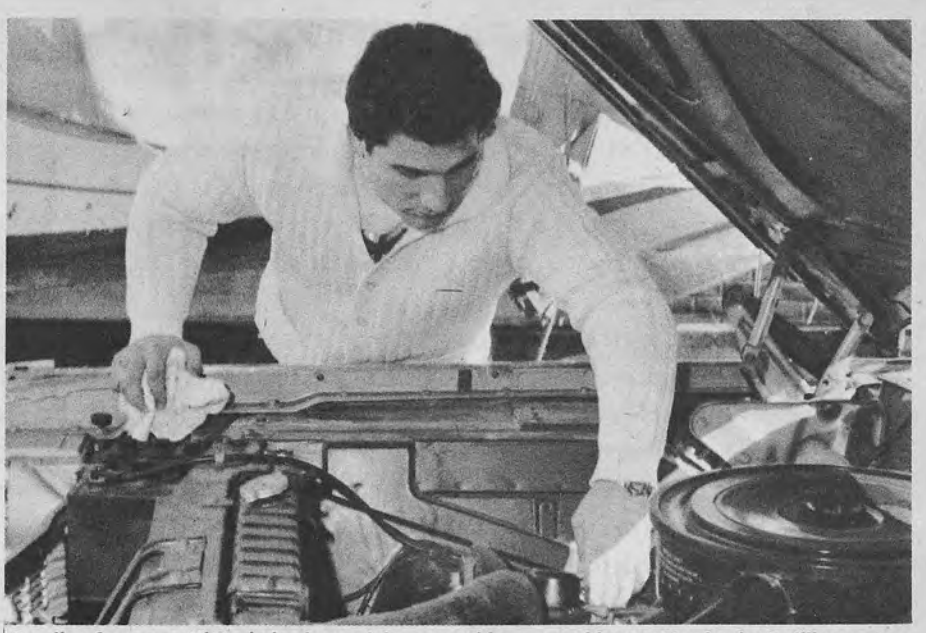
A kiss for grandma, Mrs. Louise Yates.

Vittorio cracks lobster shells in the kitchen.

He checks his tools in basement workshop.

Vittorio and Mary Lou browse through pictures in living room to delight of Mary Kathleen.

Vittorio gives his motorboat a once over.



Bundle of energy, Vittorio is always doing something around house. He checks Cadillac motor.

Complete with goggles, the handsome Italian uses an electric drill to repair wheels of train.

He fixed train before the day was over.

Vittorio sips a glass of wine as he relaxes at bar with Mary Lou.

Interlocking arms, Vittorio and Mary Lou drink a toast of happiness

On the night of June 30, 1961, 34,995 fans swarmed into Comiskey Park on Chicago's south side, but not to see the White Sox.

The attraction was the world's heavyweight wrestling championship match between Pat O'Connor of New Zealand, the champion, and Buddy (Nature Boy) Rogers of New Jersey, the challenger.

The crowd poured $127,000 into the till to see this long awaited meeting. Both the turnout and the receipts set new all time United States wrestling records.

The match proved worthy of those distinctions. Rogers, ending a 15 year campaign, defeated O'Connor in 22 minutes of spectacular action to become the new champion. He won the first and third falls to clinch the match.

While not everyone was happy at the outcome, few didn't believe they had gotten their money's worth. But, among the malcontents was a fellow describing himself as an "old time fan."

"Anyone who calls wrestling what O'Connor and Rogers did in there tonight is nuts," he groused. "That was nothing but a fake. I know real wrestling when I see it. Used to wrestle myself, in fact."

What the old timer said wasn't new. That's why no one around him paid any attention. The same charge had been, and has been, repeatedly levelled at pro wrestling by a variety of accusers since the mid-1920's, the period when it first began shedding its shackles to go modern.

Yet, wrestling has continued to prosper. Today, it's one of the world's most popular entertainment forms. Note the use of the world "entertainment." That's exactly what modern pro wrestling is designed to do—entertain its

Wrestling Confidential Takes A Stand...

IS WRESTLING A FAKE?

WRESTLING CONFIDENTIAL faces the most asked question in sports and provides the answer that should settle the issue once and for all.

By Marc Ernest

spectators, something the original catch-as-catch-can could do only for affecianados. Since it continues to supply one dollar's worth of entertainment for every dollar spent, the charges have been ignored though coming from such potent quarters as newspapers, the periodical press, and governing groups for amateurs and collegians. The latter are emphatic, disassociating themselves from the pros.

One popular New York columnist, whose paper isn't published anymore, was among those who discovered the frustrations of trying to "expose" wrestling. Each week he published an advance rundown of results of matches scheduled into the New York area.

But, the promoters kept hanging out SRO signs despite the forecasts which soon began missing the mark. For his troubles, he suffered a loss of popularity and embarassment. He finally laid off.

In 1959 "Reader's Digest" published what it boasted would be the biggest wrestling expose of them all. Written by James Stewart Gordon, who had penned similar attack-pieces against boxing, the expose proved to be a tired rehash. Nothing in it new, only the sentences.

And, the crowds continued to file past the turnstiles.

Killer Kowalski gnawed at Yukon Eric's ear.

. . . Result is that Eric is missing left ear.

Blood flows down Jerry Graham's forehead.

According to reliable statistics, wrestling attracts an average of 25,000,000 spectators a year in the United States. That puts it far ahead of such self-appointed national pastimes as major league baseball, pro football, horse racing and basketball.

Is it possible, then, that fakery could sustain that kind of fan support which, rather than decreasing, is keeping pace with the ratio of the nation's population climb?

To get the answers, let's go behind the scenes and put together a composite of facts gathered in conversations with promoters, wrestlers, and expert observers. They combine to tell a different story. It doesn't deny gimmickry, showmanship, or outright acting but it does suggest consideration of the word fakery in its relationship to entertainment wrestling, or, exhibition wrestling, as some prefer, rather than wrestling per se.

A common misconception, to begin the case, is that few of the current wrestlers are genuinely skilled; that except for a smattering of basic ideas they are ignorant of the science of what they pretend to be.

Al Haft, the retired Columbus promoter, had an answer to that. It was a standing offer of $1.00 for each minute doubters managed to stay in the ring against anyone appearing on his shows.

Of all the challengers, and there were several hundred, only two lasted five minutes. They earned their $5.00 by running, which Haft didn't prohibit.

Al also had a secondary standing offer. His gym was open to all skeptics who preferred testing his wrestlers in private. Only Professor Roy Shire and Ray Stevens, who later became great stars as singles and as a tag team, survived that offer.

Stevens was chased out of Haft's gym six times after taking one-sided thrashings. Undismayed, he kept coming back, each time against a tougher man. After Ray's sixth visit, Haft decided to take him into his stable for instructions.

FINE ATHLETES

Three months later Stevens, described as one of the most natural wrestlers ever to step into a ring, launched his great career. Shire, a college graduate,

preceded him into the pros by three months following a similar baptism in Haft's gym and subsequent instruction.

So, you can discount the idea that today's mat stars are nothing but a collection of freaks and actors. Except for a small percentage, they're fine athletes, thoroughly grounded in their trade which is a combination of many things, not the least of which is showmanship.

And, the fans, who flock to wrestling arenas around the country appear satisfied.

Exhibition wrestling, in their apparent opinions, is superior to what preceded it around World War I. In those days wrestlers would become ensnared in holds for as much as 30 minutes, sometimes a great deal longer. This static "action" usually put the customers to sleep, and promoters out of business.

To save the sport and give it broader appeal, entertainment was brought into it and pitfalls which dulled the action avoided. Out of this emerged the roughhouse, free style brand—Texas wrestling is another name for it.

The idea is to entertain the fans, to give them an exhibition of wide open, appealing action. The matches aren't crooked. They're hard fought, and hotly contested. The better man usually wins, or, at worst, avoids defeat.

Jack Curley, the late mat impressario and one of the country's most respected sports figures in his day, repeatedly said, "I've never seen a crooked wrestling match."

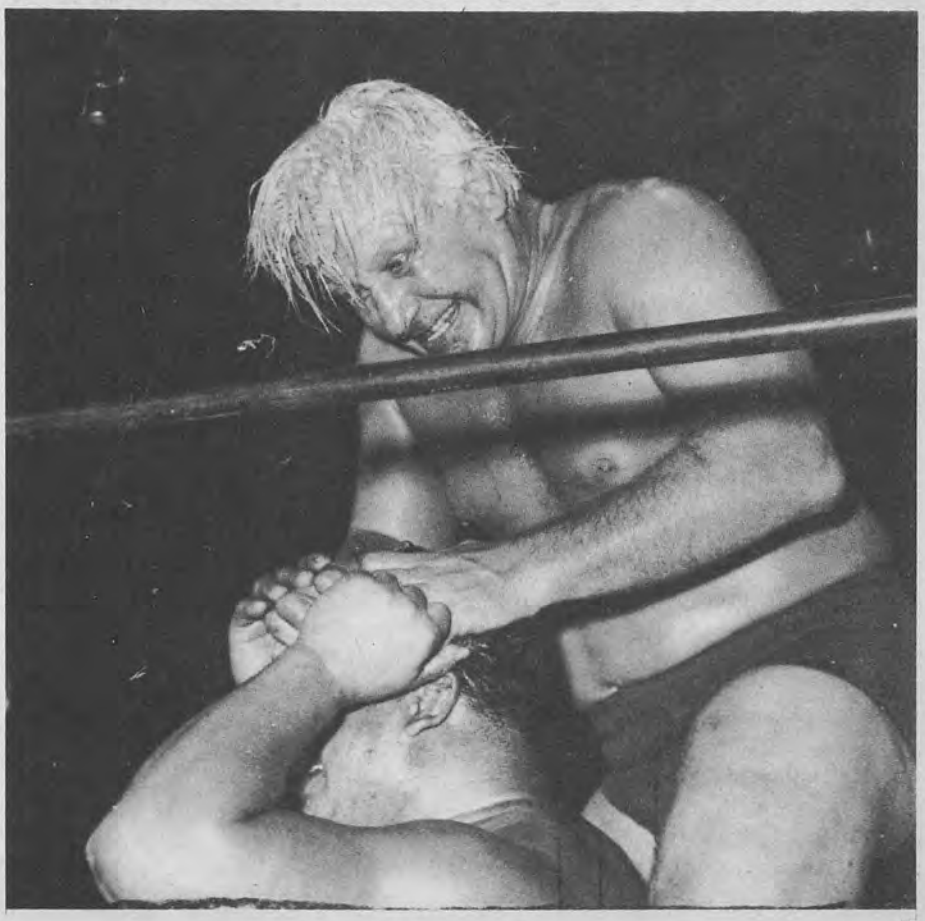
Dick The Bruiser, a modern star and great box office draw, says, "Let me put it this way—I'm not going to let some unknown pushover beat me. I've got a reputation built on hard work to protect. The promoters know that, and they know I'll do anything within reason to help them give their fans a good show."

If The Bruiser is defeated, rest assured the other guy was just as big a box office name and just as good a wrestler. But, if you think that what goes on inside the ring in an average match is artificial, consider this: Wrestlers do suffer severe physical injury, and some die from them or overexertion.

There was the night in a midwest city when The Sheik was chased out of the ring by The Bruiser after a scorching match that had whipped the crowd of 5,000 into a frenzy. But, The Sheik ran out the wrong side of the ring. His dressing room was at the other end. So he had to circle back down a cross

With blood flowing profusely from his left eye, Eddie Graham won Southern Heavyweight title.

Blood trickles through the nose of Fred Blassie as he gives his opponent a rough going over.



Doctor stitches the eye of Dick The Bruiser after it was ripped open during a wild match.

The Bruiser is a bloody mess leaving ring.

asile which led directly in front of a main bleacher section, and behind the ringsiders.

With The Bruiser in hot pursuit, The Sheik raced into a maelstrom of pocketbooks, knives, spiked heels, fists, and popcorn boxes. Wating at the end of the aisle was a spectator holding a folded metal ringside chair aloft. When The Sheik raced by, the spectator swung the chair like a scythe and it caught the unsuspecting Lebanese under the heart, knocking him cold, breaking three ribs, and putting him in the hospital. The Sheik was out of work six weeks.

Or, take the night Big Bill Miller was unmasked as "Mr. M." by Verne Gagne in Minnesota. He was crowned by a spectator swinging a two-by-four plank with a protruding nail on one end. It laid open his skull to eleven stitches.

Early in his career Big Bill needed 14 stitches to close his scalp after The Great Scot rammed it against a turnbuckle. He also required a week's rest in the hospital to recover from a brain concussion.

Then there's Yukon Eric's reminder of his match against Killer Kowalski ten years ago. It's his missing ear, torn off in a wild melee.

The complete list of other pros injured in action is impossible to collect. Something goes wrong in a match too frequently, leading to a broken bone or a serious laceration.

But, the list would include the broken collarbone suffered by Lou Thesz when he lost to Whipper Billy Watson in a title match; the assortment of 20 injuries suffered by Watson; Nanjo Singih's fractured skull; Ed (Tarzan) White's broken neck; Bill Dromo's fractured knee; Red Bastein's spine injury; Judy Grable's broken ankle, and so on.

There aren't many headliners today who haven't suffered at least one injury . . . serious enough to require absence from the ring.

But, injuries are one thing . . . an oc-

(Continued on page 58)

BRENDA SCOTT'S SECRET AMBITION

You take one look at Brenda Scott and right away you're convinced that she belongs in the movies. In fact, she'll go one step further and reveal that her secret ambition is to be a movie star.

Brenda Scott is a bright-eyed, blonde-haired southern gal with a perky smile. Unlike most of the female wrestlers, she has a shapely figure and looks anything but a wrestler.

In an effort to show her natural beauty, WRESTLING CONFIDENTIAL decided to take candid photos of the Jacksonville, Fla., lass without any attempt to rely on make-up and extra fancy clothes to prove our point. We're sure you'll agree that Brenda belongs in pictures.

"Right now I am a wrestler," remarked Brenda, "but if wrestling around the country may happen to open the door to Hollywood, then I'll be more than happy to walk right in."

She certainly doesn't show it, but Brenda only got four hours sleep the night before.

After getting dressed, Brenda turns on the television in her comfortable hotel room.

Brenda sits back and reads WRESTLING CONFIDENTIAL to find what's going on in nation.

A news bulletin catches Brenda's attention.

Deciding to go out, she put on her hose.

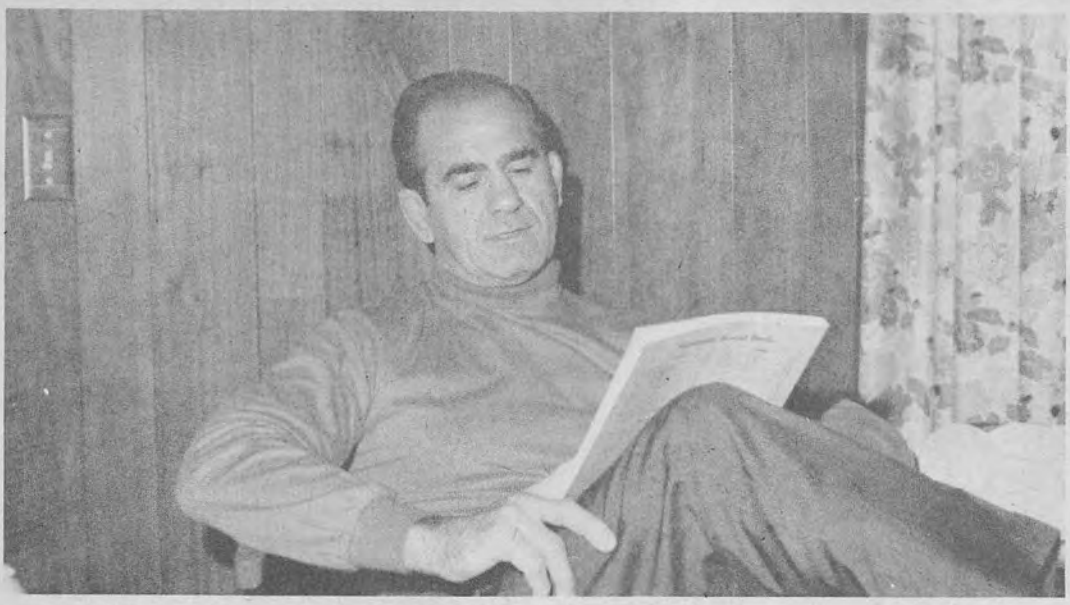
Brenda calls the desk to check time and leave a message that she will be back later in day.

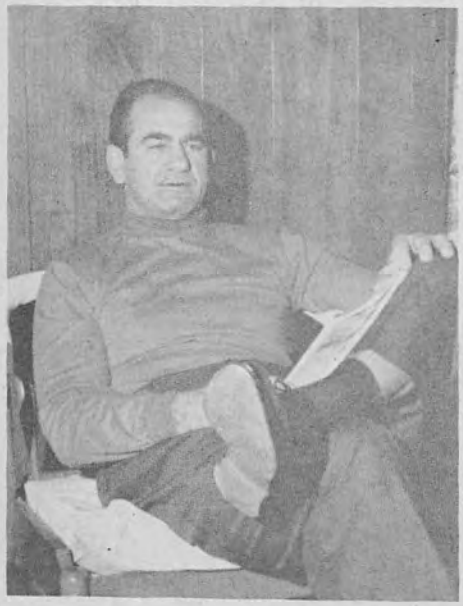
Just like any other normal female, Brenda won't be seen in public without make-up. She really doesn't need it.

Brenda dresses casual for the afternoon.

An old wheel catches her attention.

Time for lunch and a pretty smile.

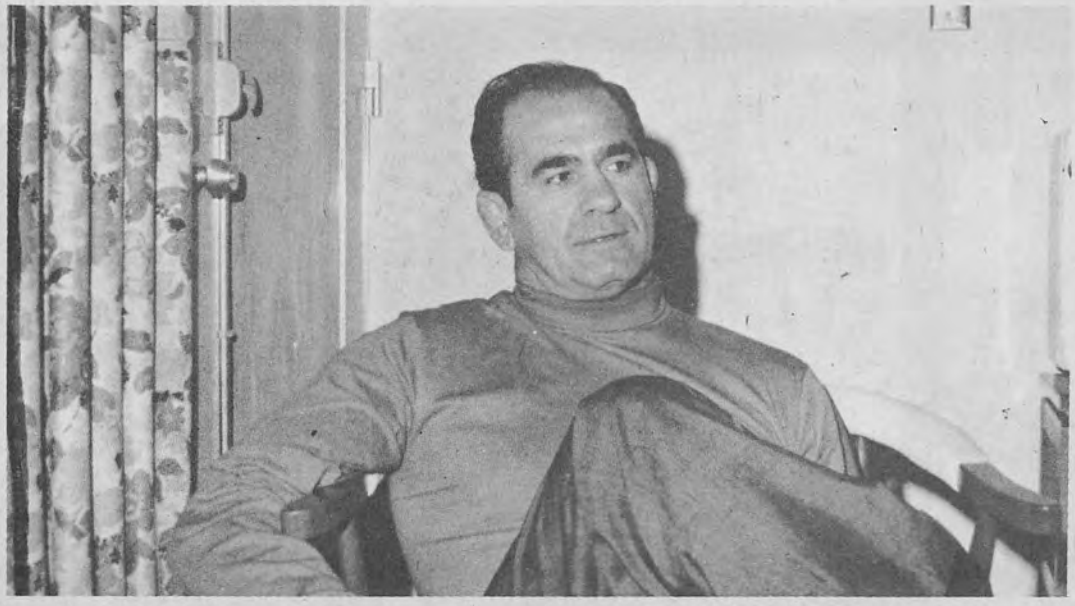


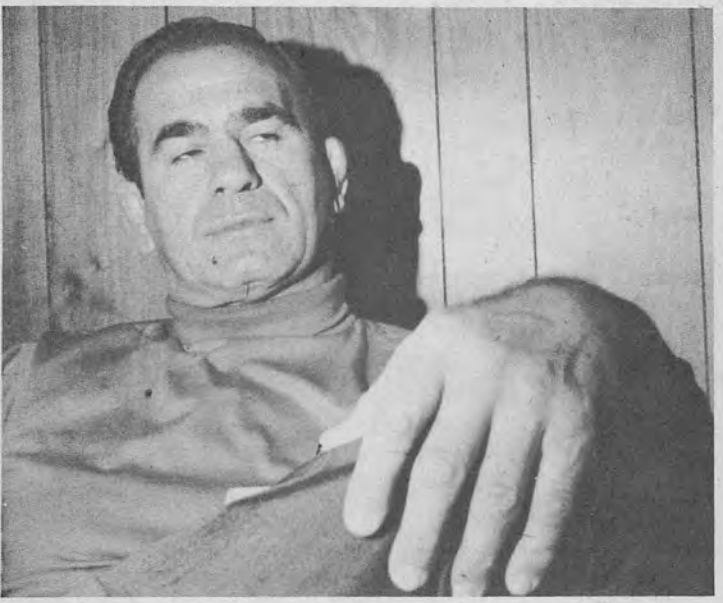


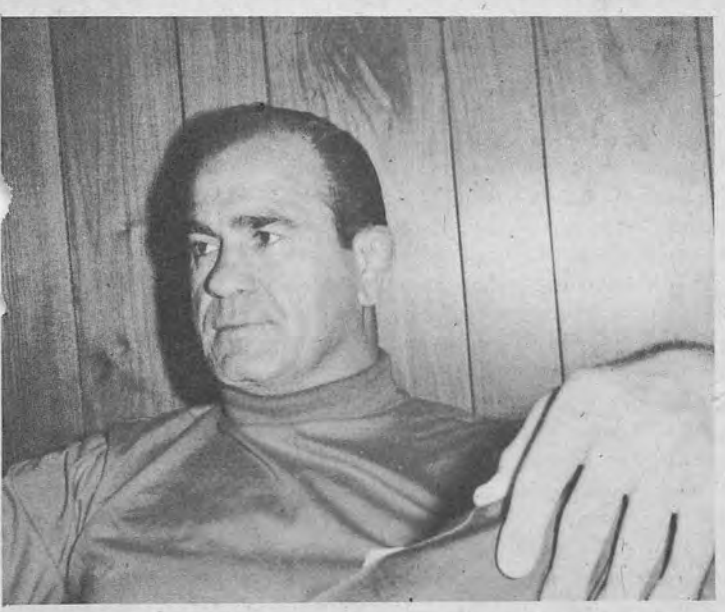
THE REAL REASON WHY

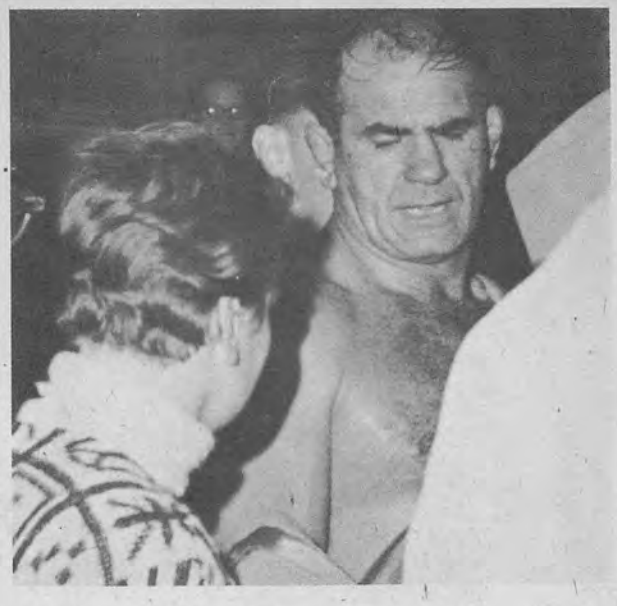
LOU THESZ

RETURNED TO WRESTLING









Lou Thesz first won the World's Heavyweight Championship in 1937, when many of today's top wrestlers were still contemplating kindergarten. Having held the title five times and having distinguished himself in the field of professional wrestling over a period of over twenty years, Thesz finally decided to call it quits in 1961. He was forty-five years old; he had accomplished as much as any wrestler ever had during his career; and he had contributed a great deal more than most to his beloved sport. After six months on the sidelines, the perennial champion decided to make a comeback.

Why did Lou Thesz forsake a comfortable retirement for the familiar grueling demands of a professional wrestling career? We asked Lou this question, and he provided us with some rather interesting answers.

"I guess ego had a lot to do with it," he began.

"I wanted to be the first in history to win the title six times and then take care of some unfinished business in the sport"

By J. Ralph Hogan

Since his return, Thesz has been a very active champion, always on the go. However, he knows importance of relaxing whenever it's possible.

"I didn't like the idea of being finished as a wrestler. I had plenty of money and a going business to keep me busy; but I just couldn't get the satisfaction out of making money in real estate that I'd gotten out of making it in the ring. The challenge didn't seem to be there.

"I really got serious about making a comeback one day when I was working out with a couple of aspiring young wrestlers in a gym. These fellows were good, in that they had a lot of potential and were in excellent condition. I felt, though, that I should have been able to handle them fairly easily. As it turned out, they gave me as much trouble as a top professional would have a year earlier. I began to ask myself why this was so, and the answer was painfully obvious: I'd been keeping late hours, eating a lot of rich foods and occasionally 'drinking lunch' with my middle-aged business associates, rather than eating a proper meal as I'd done in the past. It had seemed like a fine life at first, but I now realized that it could well be an omen of things to come unless I changed my ways."

We explained to Lou that we thought his views on keeping fit were admirable and that we considered his devotion to physical fitness a model after which anyone would do well to pattern himself. Still, by forsaking some of the rich foods, late hours and liquid lunches, and by working out more regularly, he could have counteracted the tendency toward getting out of shape which had him so concerned. It seemed as though there must have been another reason for a man in his position of comfort and respect to return to the rugged and highly competitive world of professional wrestling, so we pressed the matter further.

"As I said, ego had a lot to do with it," Lou continued. "It wasn't just being out of shape, either. You see, I've always admired Ed 'Strangler' Lewis. He was probably the greatest of the 'old timers.' I felt like I really would have accomplished something if I could top his record of having held the title five times.

When I retired in 1961, I had equalled his rec-

(Continued on page 52)

Aug. '62

Feb. '63

Nov. '63

Jan '63

Dec. '63

Oct. '62

Mar. '63

Jan. '64

Mar '63

Feb. '64

Dec. '62

Apr. '63

Sept. '62

May '63

Apr. '64

Jan. '63

Sept. '63

Nov. '62

Aug. '63

May '64

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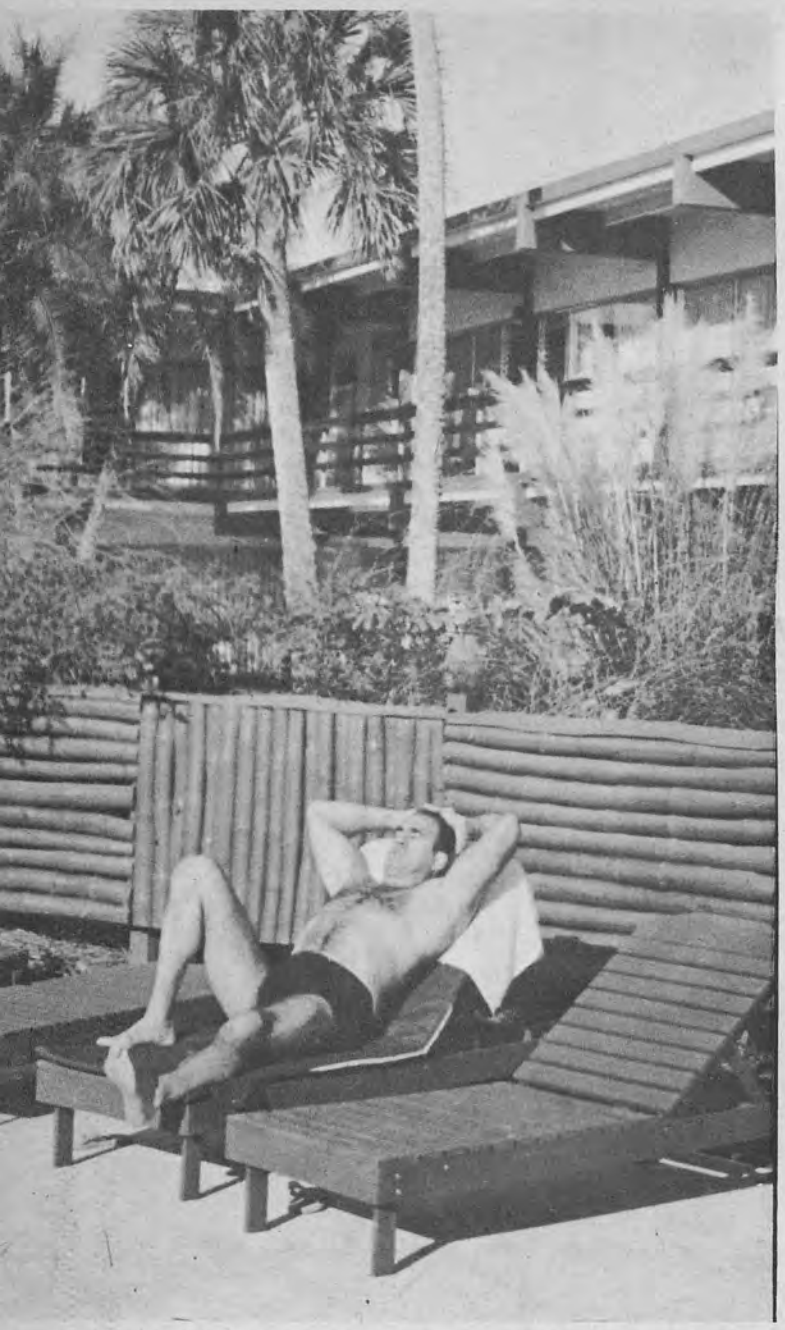

Despite his heavy schedule, Thesz makes sure he gets proper rest. Sailing is one of his hobbies and when time permits, he's on the water.

(Continued from page 50)

ord and, at the time, I was pretty proud of myself for having done so. Then I got to thinking. If I'd just been able to win the title **one** more time, I'd have **beaten** Lewis' record and set one of my own. I realize that most wrestlers would be satisfied to hold the title once, but I'm not satisfied with being just as good.' I was getting that urge to get back in the ring and see whether or not I still had what it took to win the title for that never-before **sixth** time.

"About that time, I got a telegram asking me to participate in an 'All-Asia Tournament' which was being promoted in Japan. I'd talked to no one of my ideas about returning to the mat wars, so there could be no doubt as to **why** they wanted a retired ex-World's Champion to enter. They figured I'd be an easy target for some of their up-and-coming young wrestlers. A victory over Lou Thesz would, of course, still be a feather in the cap of any young wrestler; and my presence wouldn't exactly hurt their box-office, either. I accepted their invitation. I did not, however, accept the idea that I was going to be grist for the mill of aspiring young Asiatic athletes.

"I placed my business interests in the capable hands of an assistant who knew more about what was going on than I did anyway, and began training as I'd never trained before. I figured if I couldn't get in at least as good a shape as I'd been before I retired, there was no use in my even going to Japan.

"I enjoyed my trip to the Far East very much. The people were great and the competition was tops. I had twenty-four matches in thirty days and won them all. The All-Asian Championship was mine.

"When I got back to the good old U.S.A., I was flabbergasted to find that I had a standing offer to wrestle Buddy Rogers for the title. This didn't sound like the Buddy Rogers I had known. I made some inquires and discovered that Rogers had been forced to offer me a chance at the title by the commission and by promoters with whom he had posted appearance bonds."

At this point, we decided to try and draw Thesz out on the matter of his rivalry with Buddy Rogers. It was no secret that there was little love lost between the two. Rogers was a wrestler who had few friends in the business even before he won the title. Thesz had always been a man who had stood for those principles for which Rogers had shown only contempt. Was it possible that Lou just couldn't stand the idea of the title he'd held so many times belonging to an outspoken egomaniac like Rogers?

"You've kind of touched on a sore spot," Lou admitted, following an inquiry about his feelings toward Rogers. "Over the years I've seen guys like this come along, and I suppose I just sort of resigned myself to the situation. But Buddy Rogers' wearing the World's Heavyweight Championship belt was just too much!

"It was a black day for wrestling when Buddy Rogers beat Pat O'Connor for the title; and it was certainly nothing to Rogers' credit that he was able to do so. O'Connor had been pushing himself too hard, going without sleep, generally spreading himself too thin in order to keep up a very demanding schedule of title defenses. This was the same thing that happened to me when I lost the title the last time to Dick Hutton. O'Connor tore Rogers apart in their return match, but Rogers kept the title on a technicality. O'Connor could never get him in the ring again. I guess the luck of the Irish just sort of ran out on Pat.

"Before I retired, I challenged Rogers but I could not get him within a mile of a ring. Killer Kowalski and Buddy Austin chased him all over the country for months before they got matches with him. He never would wrestle Karl Gotch or Big Bill Miller. He wouldn't even go to Florida until he learned that Eddie Graham had gotten injured, (that was two years ago); then he weaseled out of a match with Don Curtis which was to have taken place in Tampa. All in all, I would say there were at least half a dozen wrestlers in this country who could have beaten Rogers at the time he held the title. I was just lucky enough to get to him first.

"In spite of Rogers' offer to wrestle me for the title, I didn't actually get him into a ring without some difficulty. He avoided our first scheduled match by claiming to have broken an ankle in a match

(Continued on page 55)

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confidentially speaking by Lou Sahadi

Bruno Sammartino

Lou Thesz

Buddy Rogers

Pat O'Connor

Insiders close to the top contend that a winner-take-all meeting between World Wide Wrestling Federation champion Bruno Smmartino and National Wrestling Alliance kingpin Lou Thesz is inevitable. The two widely accepted champions may climb between the ring ropes before the frost is on the pumpkin. The pending match has all the earmarks of a record shattering gate. The mat moguls are talking of an outdoor match and feel a Sammartino-Thesz joust will surpass the 1961 Buddy Rogers-Pat O'Connor Chicago clambake that drew 34,995 fans who poured a record $127,000 into the till at Comiskey Park.

Thesz has been busy traveling all over the nation under the N.W.A. banner. He's been in the south, midwest, southwest, northwest and Canada. The grizzled veteran came out of retirement two years ago to win the N.W.A. championship for an unprecedented sixth time. He's run the gamut of challengers and has turned toward Sammartino in a determined bid to settle the championship muddle once and for all. The veteran Thesz isn't getting any younger. He's listed as 48 in the record books, but there are some who argue that he is over 50 and point to the fact that he hasn't wrestled in California because that state won't issue a license to any grappler who has reached 50 years of age.

Regardless of his age, Thesz has already carved out a niche as one of wrestledom's all time greats. Thesz is currently considered the greatest scientific wrestler on the circuit. He has faced the biggest, roughest and dirtiest wrestlers the past two years and has walked away with his title on every occasion. He is one of the finest honed wrestlers in the business and is in excellent shape. He's an advocate of physical fitness and manages to work out daily either in a gym or in his hotel room when he is on the road.

Sammartino, on the other hand, is no slouch with a pouch. He is reputedly the strongest matman in the ring and owns the world's bench press mark of 565 pounds. The Italian strongboy could very well go down in history as the most popular champion of all time. He is in so much demand by promoters in the east that he can't accept bookings anywhere else. In the 13 Madison Square Garden shows that he headlined since he became champion a year ago, he has sold out the big New York emporium 11 times. The sellouts included turn away crowds of 3,000-5,000 fans. The times he din't sell out

(Continued on page 56)

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(Continued from page 53)

with Kowalski. Some broken ankle. He was wrestling four weeks later. He figured I'd lay idle waiting for him to 'recover,' but he figured wrong.

"I finally got him into the ring in Toronto. I knew that he'd do anything—even get himself disqualified—to keep me from getting his title. I kept him in the middle of the ring all through the match, so that he couldn't even escape by running away. All his usual dirty tricks fell flat and I pinned him right there in the middle of the ring where I'd kept him throughout the match. That had been a one fall match, so naturally Buddy claimed I'd just gotten lucky. Our contract contained a return match clause anyway, so I agreed to a two-out-of-three falls bout and beat him two straight.

"After he lost the title, Rogers made all kinds of excuses. Now I understand that they claim he 'retired' because of 'heart trouble.' The only trouble with that guy's heart is that it belongs in a feathered barnyard fowl and not in a professional wrestler! He just doesn't want to face the fact that he isn't the best, or even one of the best, and that he should never have held the title in the first place!

"With Rogers out of the way, I feel that wrestling has taken a big step toward eliminating a character with which wrestling has, to a degree, become identified in recent years. I am as proud of having helped to bring this about as I am of having won the title for that unprecedented sixth time.

"I believe that the era of boisterous showmen in professional wrestling is gradually drawing to a close. There are still those who will stoop to any sort of idotic act in order to draw attention to themselves. However, I think that the people are getting tired of their assinine behavior. For awhile, it looked as if things might be going their way, but no more. The public is getting tired of long, blond curls and dirty tricks.

"I started out in this game before the first of these gimmick-happy idiots was ever heard of. Now that they're on the decline, I'd like to stay around to see the last of them fall by the wayside. When you get right down to it, I guess that's the **real** reason why I decided to make a comeback.

As for the other reasons I gave you, well, they were important, too. I needed something to get me started, and it took a lot of things to keep me going when I knew that I could be taking it easy while the money rolled in from interest on assets and returns on investments.

In the final analysis, though, all the reasons boil down to the fact that I wanted Lou Thesz, the last survivor of the 'pre-peroxide' school of wrestling, to be on top of the heap after all the flambouyant, flash-in-the-pan pretty-boys with their tooth paste smiles and dirty tricks had disappeared—just like I was before any of them were heard of!"

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(Continued from page 54)

Pepper Gomez

Ray Stevens

George Drake

Tony Borne

Jerry Graham

the Garden, he nevertheless accounted for crowds of 15,000 and better.

Sammartino's popularity has reached unprecedented heights. He has sold out eastern arenas that never experienced such a situation before. His fame has even traveled across the ocean. When Italy's President Antonino Segni visited Washington, D.C. at the beginning of the year, one of the persons he seemed most anxious to meet was Sammartino and Italy's champion in Rome . . . and, don't think the citizens of Abruzzi wouldn't stream down from the mountains to root for their Bruno who made good in the U.S.

The popularity of Sammartino is all the more appalling when considering that he consistently sells out arenas everywhere he appears. This refutes the arguments of old timers who maintain that Jim Londos was the more popular of the two. Where Londos would appear only once or twice a year, in a given city, Sammartino constantly tops the card and makes the turnstiles click. He has such a legion of followers that he has already written a book on body building and has a daily radio show.

Vince McMahon, the major domo among the eastern promoters and W.W.W.F. President Willie Gilzenberg are in favor of a Sammartino-Thesz match if the money is right. They would prefer to hold the bout outdoors in an eastern city. They hold the cards, and Sammartino is their trump. While wrestling crowds are waning around the rest of the country, the east is flourishing. The next move is up to the Thesz camp.

CONFIDENTIAL CLIPS—Despite their ring success together, Pepper Gomez has confided that he wants to dissolve his partnership with Jose Lothario. Gomez feels he can make more money as a single and would much rather count pesos than victories . . . Hercules Romero, better known as Pepe Cortez to European audiences, will probably be in England by the time this column is in print. He followed on the heels of Catalina George Drake who was quite popular with English patrons . . . Louie Tillet has teamed once again with his old partner Tough Tony Borne . . . Fast rising Don DeNucci lifted Ray Stevens' crown after 40 minutes of rock 'm sock 'em grappling. DeNucci has a large following around San Francisco's Bay Area . . . Dr. Jerry Graham has liked the east so much in his return that he purchased a house on the ocean. And, just to keep an eye on younger brother Luke, he gave his look-a-like the top floor of the two family home . . . Danno McDonald handed Abe Jacobs the third defeat of his career in Seattle in a one fall match that lasted less than 10 minutes. Actually, the loss was Jacobs' first other than a defaulted bout . . .

Towering San Diego Charger football star Ernie Ladd is trying to land a spot in the east. Ladd stands close to 7' and weighs 320 pounds. One of his strongest boosters is Los Angeles promoter Jules Strongbow.

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(Continued from page 44)

cupational hazard. Death is another. Wrestling has lost a large number of stars who either died in action or as the direct result of a match.

In 1962 alone eleven wrestlers died from various causes, mainly heart attacks. These were men who worked three to five times a week, anywhere from 48 to 52 weeks a year.

Their bodies, covered with extra layers of flesh to cushion against hard falls, were toughened by steady physical contact. Nevertheless, they succumbed to the exertion of exhibition wrestling. Flesh and bone could stand only so much—and, no more.

Here's a partial death list embracing the past ten years, compiled from talks with promoters, and from various old periodicals:

Mr. Kato; John Demchuk; The Golden Greek; Ali Pasha (The Turk); Joe Dawson; Mike Romano; Gordon McKinley; Billy Darnell; Buddy O'Brien; Tex Wright; Eli Fisher; Eddie Baker; Joe Shimkus; George Kinney; Steve Znosti; Jack Lewis; and Jim Browning.

2,000 WRESTLERS

These are statistics ignored by such encyclopedias as Funk and Wagnalls when it describes wrestling thusly:

"Exhibition wrestling is the only form of professional wrestling currently popular in the United States," it says. "Both the action and the outcome of exhibition matches are carefully rehearsed in advance."

The widows of the above casualties will surely find that statement ringing with irony. As for the rehearsals, this is pure tommyrot. The average professional in the United States—and, there are now over 2,000—work too often to have time for anything but a night's sleep.

"Legitimate professional wrestling was vastly popular in the United States from 1880 to 1920," Funk and Wagnalls add.

If it was "vastly popular," promoters never would have found it necessary to unload what the encyclopedia calls "legitimate wrestling," actually the old-fashioned catch-as-catch-can formula.

The New York State Athletic Commission unwittingly showed why some 30 years ago when it officially sanctioned the match between Lee Wycoff and Ed (Strangler) Lewis in the old Hipprodrome, as a world's championship match.

The wrestlers were ordered to fight it

(Continued on page 60)

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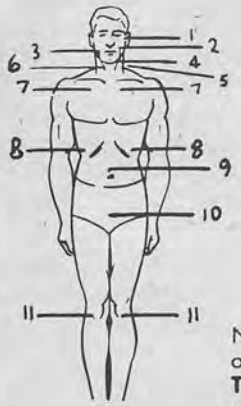

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(Continued from page 58)

out to the finish, regardless of the time. This was duly announced to the press which passed it along to its readers. The commission then sat back waiting for the public to crash down the Hipprodrome's doors.

Despite pleas from the promoter that the idea would kill the crowd, the commission stuck to its decision. As feared, only a couple of hundred customers showed up. And, Lewis and Wycoff spent the first two hours of their match trying to take each other down.

By midnight, neither was able to muster an advantage. Most of the customers were asleep, anyway. Only Commissioner John Phelan was among those who was awake.

Shortly after midnight, so the story goes, Lewis winked at Wycoff and clamped a bear hug around him. Ed then whispered into Lee's ear that if something didn't happen quickly, they'd both miss their trains. Wycoff nodded in agreement, and quickly grabbed Lewis in a counter bear hug. Together they leaned across the top rope and tumbled out of the ring.

After being counted out by the referee, they both arose and stalked to their dressing rooms while Phelan fumed. The match was declared a draw. Neither missed his train.

Or, consider this. Has wrestling ever been wracked by a betting scandal? Has the rackets mob ever tried to muscle in and take control? For all of its showmanship, gimmicks, and oddball characters has wrestling ever committed a worse crime than trying to entertain more people than major league baseball and pro football combined?

If old fashioned wrestling, handicapped by unrealistic rules, tied down such immortals as Frank Gotch, George Hackenschmidt, Joe Stecher, Jim Londos, Stanislaus Zybysko and the youthful Lewis—today's wide open brand has made box office hits of Lou Thesz; Bruno Sammartino; Gorilla Monsoon, Jerry Graham; Edouard Carpentier; Killer Kowalski; Kay Stevens; Dick The Bruiser; Eddie Graham; Crusher Lisowski; Wilbur Snyder; Fred Blassie; and Johnny Valentine to name but a few.

It also made a respected civic figure of the late George Wagner, who earned millions as Gorgeous George. When George died of a heart attack late last year the mayor of Los Angeles, where George lived in retirement, declared an official day of mourning for him.

IS wrestling a fake?

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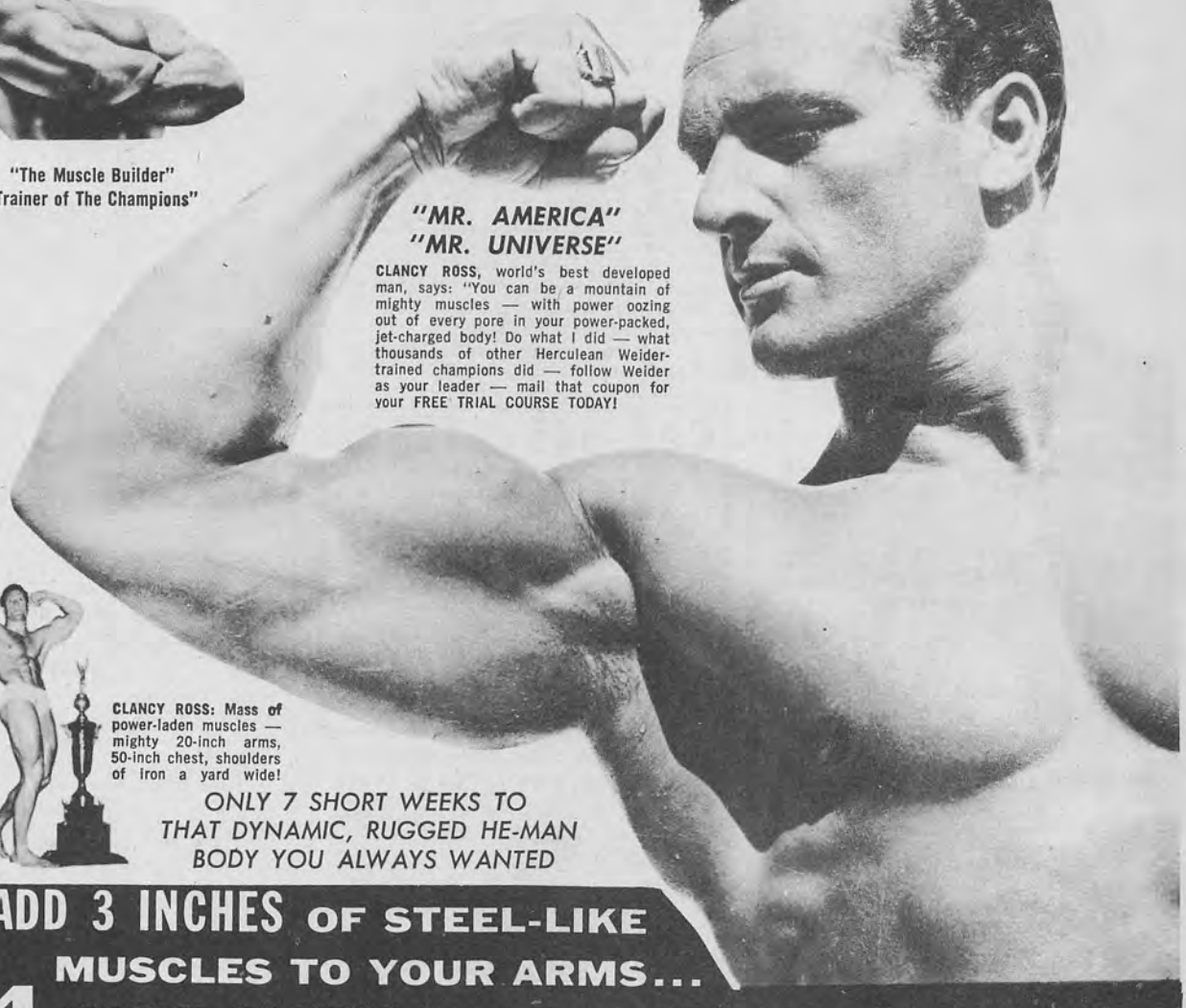

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(Continued from page 17)

several additional months. Soon, he became one of the public favorites.

Minnesota fans also noted that his style had changed, that Big Bill no longer relied mainly on roughness to win.

Actually, it was the villainous style, suited to the mask, used by Miller as Mr. M., that confused Minnesota fans. A few months prior to Mr. M.'s arrival they had bade good riddance to Gene Kiniski, an extremely rough, tough, Canadian. Gene aroused their wrath through the use of every unmentionable tactic in the book.

Then, along came Mr. M., and the fans found themselves confronted with a fellow who looked, acted and wrestled an awfully lot like the departed Kiniski —except that this one wore a mask.

"If he just didn't have that mask on, it'd be Kiniski," many of them thought.

There was just one difference, as the months passed and Mr. M.'s amazing winning streak continued. The masked fellow was displaying great classical wrestling skill, in addition to his Pier 6 work.

"That makes me different, even today, from a large number of professional wrestlers," said Bill. "I know how to wrestle. I learned during my days at Iowa Pre-Flight. When I was there in 1947, I won the All-Navy championship."

His tutor was Lieut. Max Kimberly, a skilled heavyweight matman himself.

Then, why the rough stuff at all?

"Self-protection," said Big Bill.

Big Bill was also doing unto others, as they had done unto him.

"All I ever got trying to keep things clean in my rookie years was a split skull from The Great Scot," he said. "It's a good thing my skull is thick."

FACED THESZ

Mr. M., truly fascinated the Minnesota fans, then, with his mixture of tactics. He became a tremendous favorite, and it increased the security of the Dr. William M. Miller family back home in Columbus.

But, if wrestling as Mr. M., did earn the desired money results for Big Bill Miller, it didn't get him a quick shot at the heavyweight championship after his unmasking. Not even the much publicized fracas he and Karl Gotch supposedly had with Buddy Rogers, then the NWA champion, in that Columbus dressing room, helped.

It wasn't until mid-1963 that he was

(Continued on page 64)

Has shop in basement—gets "more and more work all along"

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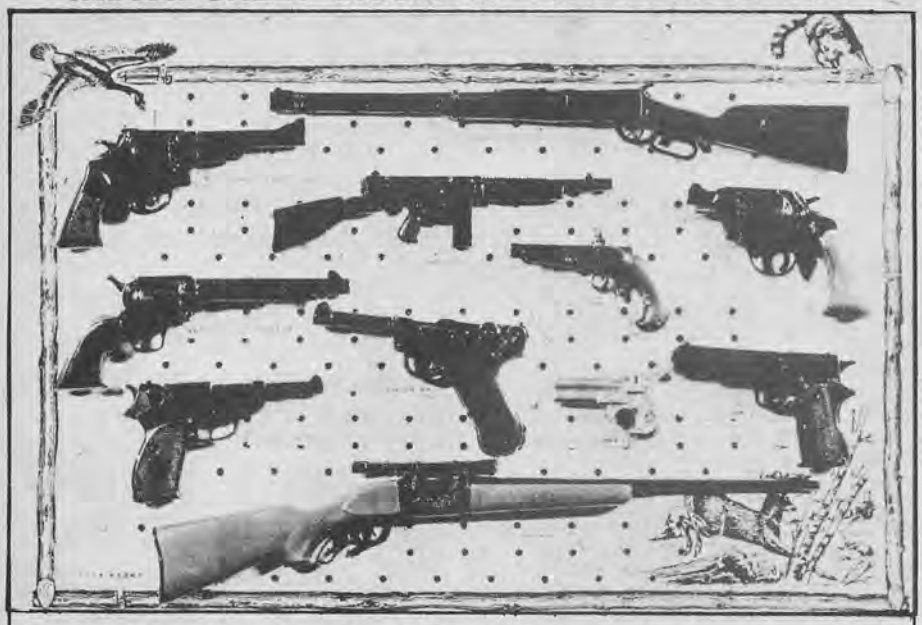

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(Continued from page 62)

given a shot by Lou Thesz, a champion Miller considers one of the few, true craftsmen, in the sport. Gagne, Dick The Bruiser, Leo Nomellini, Dale Lewis, Danny Hodge, The Destroyer, Ray Stevens, and Gotch are the others.

"The rest are from hunger when it comes to knowing how to wrestle," he said. "But, they've got something called 'crowd appeal'; and they get the big money matches, and the title chances, too."

Nevertheless, Big Bill doesn't have any immediate plans of returning to the mask. Encouraged by the good, though losing showing he made against Thesz, he intends to step up his campaign against the top ten challengers. Yet, Big Bill doesn't regret his days as Mr. M.

"That fellow is in the books as Minnesota state heavyweight champion for almost one year," he reminded. "Not Big Bill Miller—but Mr. M. He has to rate as one of the masked men who accomplished something."

The Destroyer is another who is of recognized high caliber. He's been ranked as high as No. 3 by Wrestling World magazine.

El Medico II, heir to the original Mexican masked man of that name, was another who has drawn raves. El Medico II was one of the biggest box office draws in the southwest.

Today, Big Bill Miller, or, Dr. Bill Miller if you prefer, is back on the old trail he first departed in 1961 to become the mysterious Mr. M. He wrestles frequently, has gotten a title shot, and probably will get two or three more before the year is out.

"One of these nights, I'm going to win the heavyweight championship," he promises. "Then, you can watch my dust. With my intelligence, I'll hang onto that title for a long time without having to dodge anyone, the way some of these so-called champions have."

Don't be surprised, however, if Big Bill does go back to a mask someday if his pursuit of the title flags down a bit. Only, this time he'd probably assume a dual personality—and, wrestle as a masked man in the same territory with the real Bill Miller.

The idea ought to appeal to Bill, a fellow with a sense of humor. It has one weakness though. What if the fans start demanding a match between the masked man and Big Bill?

If Big Bill can figure out a solution to that one, he'll get to keep both ends of the main event purse!

IS YOUR HAIR GROWING OR GOING?

Stand in front of a mirror. Take a long hard look at the top of your head. Do you have as much hair as one year ago? Do you see any new hair growth?

If your answer is no, it is important that you take steps today to save the hair you now have. If you act now, you may be able to reverse the trend on your head. You may be able to grow new hair faster than it is falling out. Doesn't that make sense to you? Wouldn't you like to look in the mirror a year from now and see more hair on your head than you see now? Why lose your hair if you don't have to?

CAN YOU SAVE YOUR HAIR?

Every year thousands of men and women go bald — needlessly — because of a scalp infection. This scalp infection is called seborrhea. Doctors say that three germ organisms cause seborrhea: staphyloccocus albus, pityrosporum ovale, and microbacillus. These germs attack the sebacious glands and the hair follicles themselves. If not checked, permament damage is done. The hair follicles atrophy, lose their ability to produce new hairs. The result: premature baldness.

You can easily tell if you are a victim of seborrhea. If you have itchy scalp, dandruff, hair loss, very dry or oily scalp, the chances are that you have seborrhea. Neglect these symptoms and you invite baldness.

Treat your scalp to Ward's Formula. This amazing scalp medicine quickly controls seborrhea and stops the hair loss it causes.

Here's the Proof!

I must admit I didn't have much faith in it, but I hadn't been using Ward's one week before I could see it was helping me. I could feel my hair getting thicker.
E. K., Cleveland, Ohio

Out of all the Hair Experts I went to, I've gotten the *most* help from one bottle of Ward's Formula.
C. La M., Philadelphia, Pa.

After using Ward's for only 12 days, my hair has stopped falling out.
R. W. C., Cicero, Ill.

I am tickled to death with the results. In just two weeks' time—*no dandruff!* *W. T. W., Portola, Cal.*

I feel encouraged to say that the infuriating scalp itch which has bothered me for 5 years is now gone.
J. M. K., Columbus, Ohio

Male pattern baldness is the cause of the great majority of cases of baldness and excessive hair loss, for which neither the Ward treatment nor any other treatment is effective.

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In seconds, Ward's Formula kills the three parasitic germ organisms retarding normal hair growth. This swift germicidal action has been proven in scientific tests by a world-famous testing laboratory (copy of laboratory report sent on request). Ward's removes infectious dandruff, stops scalp itch, brings hair-nourishing blood to the scalp, tends to normalize very dry or oily scalp. In brief Ward's Formula corrects the ugly symptoms of seborrhea, stops the hair loss it causes. Ward's Formula has been tried by more than 550,000 men and women on our famous Double-Your-Money-Back Guarantee. Only 1.9% of these men and women were not helped by Ward's and asked for their double refund. This is truly an amazing performance.

Why not join the men and women who have successfully ended their troubles? Treat your scalp with Ward's Formula. *Try it at our risk.* In only 10 days you must see and feel the marked improvement in your scalp and hair. Your dandruff must be gone. Your scalp itch must stop. Your hair must look thicker, more attractive, and alive. Your excessive hair loss must stop. You must be completely satisfied—in only 10 days—with the improved condition of your scalp and hair, or simply return the unused portion for Double Your Money Back. So why delay? Delay may cost your hair.

H. H. Ward & Co., Inc., 19 West 44 Street, N. Y. 36, N. Y. © 1963

Doctors and hospitals can obtain professional samples of Ward's Formula on written request.

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LET ME PROVE in ONE EVENING YOGI can make YOU a SUPER-MAN ... OR PAY NOTHING!

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YES, IT'S TRUE! IN ONE EVENING - IN ONLY 15 MINUTES A DAY, YOU CAN USE THE YOGI SECRETS THAT HAVE AMAZED MILLIONS FOR HUNDREDS OF YEARS - TO TURN YOURSELF INTO THE SUPER-CHARGED, SUPERIOR PERSON YOU'VE ALWAYS WANTED TO BE! IT'S THAT SIMPLE, WHEN YOU KNOW HOW.

Imagine the thrill of using your "hidden powers" to make you the center of attraction wherever you are. At work, home, play... you'll amaze everyone with the POWER you command. You' ll DOMINATE every situation. Draw members of the opposite sex to you like honey draws flies! For the first time, you'll be VIBRANTLY ALIVE - a SUPER PERSON using your FULL POWERS to draw "all the good things in life" to you. And it's SO SIMPLE, the transformation will amaze you!

LOOK, ACT, FEEL LIKE A NEW *SUPER* PERSON!

Simple YOGI SECRETS reshape men into lithe, muscular, rock-strength specimens... remakes women into slim, trim, fashion-model beauties! You gain new energy, new pep. "YOGI SECRETS help you look years younger -the "Secret of many Hollywood Stars" - its secrets of relaxation help you sleep as soundly as a baby! As you learn these YOGI SECRETS you gain new energy that keeps you going "all day" and "all night", if necessary, with stamina and strength that amazes everyone you know.

Many who have suffered poor health, excess weight, etc., claim that only YOGI has helped bring them relief from headaches, indigestion, colds, aches and pains, constipation, and many other troubles. Little wonder these remarkable YOGI SECRETS have been so jealously guarded in the past. The feats of Yogis have defied science for years. However now these power-packed secrets that unleash all your "hidden powers" have been adapted for your use - in your own home! In only 15 minutes a day you can begin "remaking and reshaping" yourself and your life. In 30 days you'll be a SUPERMAN or woman, envied and admired wherever you travel.

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Here at last, is the most perfect, complete and easily-learned revelation of YOGI SECRETS ever written. The very first evening you begin mastering secrets that turn you into a super-charged "being". You learn a technique of breathing that fills your lungs with "life-giving" oxygen. The blood flows through you with a new "surge of power". Your chest, or your bust (if a woman), takes on new beauty, while your stomach contracts to a new and smaller size. Your posture improves, your walk is more youthful. You gain new stamina. New power! You feel relaxed... able to meet any situation. ALL THIS AFTER JUST LEARNING ONE SECRET and putting it to use!

Yes, there has NEVER been anything quite like YOGI SECRETS. Nothing can bring SO MUCH "good" into your life. Day by day you begin making more and more YOGI SECRETS your very own. No long, technical, mumbo-jumbo explanations or difficult contortions are necessary. The entire YOGI SECRETS Program is written in plain, simple language that anyone can understand and MASTER.

HELPS YOU AT WORK, and AT PLAY!

YOGI has long been a method admired and respected for the overall benefits it provides to the user. In addition to the body development benefits and the inner strength it provides, etc., it also develops your mind. It gives you new and greater powers of CONCENTRATION! It provides you with new COURAGE. You gain new CONFIDENCE! It makes lions out of timid lambs! Enables you to face each day with POWER... not timidity. You're able to cope with any situation because all your INNER POWERS are being unleashed to make your every wish come true.

YOGI SECRETS help you break bad habits - stop smoking, excessive drinking, correct poor work-habits, concentration and more. It fills you with a SURGE of POWER and builds PERSONAL MAGNETISM! Once you set your mind to do something - you do it! You accomplish what you set out to do! You reach your "GOALS in life"... be they more wealth, super health, a new figure, greater friends, superior mind power. You're no longer a ship tossed by the waves... but the captain who charts his or her own course and reaches every destination. YOGI SECRETS help make your innermost dreams and desires come true!

THOUSANDS SPEND HUNDREDS OF DOLLARS FOR THESE YOGI SECRETS!

Is YOGI training available in this country? Of course it is! In big cities like New York, Chicago and elsewhere, courses of private instruction are available that cost huge sums of money. And the hundreds of dollars spent for such instruction is a good investment. YOGI knowledge can be worth "thousands of dollars" to the user over the years. However, this is the first time YOGI SECRETS have been made available in a 15 minute a day program that everyone can afford and use, in the privacy of their own home. Instead of spending hundreds of dollars for private or correspondence courses, we've used printing economies and eliminated the mailing of weekly lessons... to provide you with the complete program of YOGI SECRETS for only $1.98. Certainly a tiny investment in a new and brighter future for YOU.

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So certain are we that YOGI SECRETS can and MUST help turn you into a better, SUPER PERSON that we ask you to put this program to the test - WITHOUT RISKING ONE PENNY! Try the entire Program as our guest for the next 30 days. Begin mastering and applying YOGI SECRETS to your own life the very first evening. And continue building yourself into a new and vibrant person Then, if you don't agree that YOGI SECRETS is the GREATEST INVESTMENT you have EVER made in your future health, wealth and happiness - the GREATEST VALUE you have ever received for $1.98 - we don't want you to keep it. Return the entire Program and the small $1.98 payment you sent will be PROMPTLY REFUNDED, no questions asked. You have NOTHING to lose... AMAZING NEW POWERS to gain by ordering now. Send $1.98 this very minute. You'll be glad you did for the remainder of your life.

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☐ I agree not to use this power for other than proper use and that I will not reveal YOGI Secrets to others.

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Yes! If the girls LAUGH at you now when you take off your shirt—they'll be breaking down the doors to get dates with you—once they've seen the rugged DYNAFLEX BODY I can give you! I'll build you a tough brutal massive body—shoulders clad with solid inches of he-man BRAWN. I'll give you bulging biceps, trip-hammer fists, power-packed legs, and a chest that will have you popping the buttons off your shirt with pride! (—says MIKE MARVEL, "Builder of Champion Bodies")

Mike Marvel

ARE YOU WEAK, ALWAYS TIRED, LACK PEP?

Whether you're thin and scrawny, or sagging with unsightly fat—my secret DYNAFLEX method will cram pep, vigor and red-blooded vitality into your puny, exhausted body. Once DYNAFLEX makes you a two-fisted dynamo of manly beauty, rippling with power, glowing with magnetic sex-appeal—you'll be bursting with get-up-and-go. Man, you'll be really ALIVE—tingling with zest and rip-roaring energy—for the first time in years!

PROOF!

"I tried two other systems, before my buddy told me about DYNAFLEX. It *really* works—and how! I've put two inches of solid muscle on my biceps, three inches on my chest. It's like magic!"
L. C., New York City

"I never thought you could build terrific muscles without exercises or weights. Started DYNAFLEX two weeks ago, and am building a *great* physique."
E. G., Detroit, Mich.

"DYNAFLEX is the best yet. Only three weeks, and I have more dates than I can handle! I am telling all my pals about DYNAFLEX."
F. S., Chicago, Ill.

ARE YOU ASHAMED OF YOUR BODY NOW?

Pal—do YOURSELF a favor! Take a good long look in a mirror. Do you see a puny, starved body—scrawny arms—bony shoulders—a flabby stomach and skinny legs? Do girls laugh and fellows grin when you take off your shirt?

BELIEVE IT OR NOT—I can add solid pounds of rippling, steely he-man MEAT to your build. I can take those skeleton arms and PACK EVERY INCH with explosive virile MAN-MUSCLE. I can take that caved-in chest and build on six rugged inches of strong sleek MAN-SIZED BRAWN. I can clothe your skinny frame with GIANT RIPPLING DYNAFLEX MUSCLES that will have the girls gasping with awe and admiration! And with NO tiring exercise, NO high-priced bar-bells or gym equipment!

Or is your problem a body sagging with soft rolls of unhealthy, unhandsome FAT? Puny muscles—sagging stomach—bloated face—arms heavy with layers of BLUBBER? Are you ASHAMED to go to the beach and let them see your "FAT-MAN PHYSIQUE"?

If so, wake up fella! THIS IS IT! I will peel off that fat and give you a lean virile DYNAFLEX BODY, armored with a sheath of hard tough handsome muscle. I can build you into a healthy, streamlined HERCULES—bursting with dynamic manly strength. I'll give you a taut rock-hard midsection—legs muscled like coiled steel springs. I can pack solid DYNAMITE into your fists and give you a rugged handsome build brim-full of the magnetic SUPER-BODY SEX-APPEAL girls are hungry for. And with NO starvation diets—NO fatiguing calisthenics—NO expensive health-foods!

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DYNAFLEX coaxes each muscle in your body to bring out its round, steely fullness and satiny symmetery. DYNAFLEX packs that muscle with glowing vibrant new strength and energy—FAST. In ten minutes a day I can cover your bony frame with healthy rippling muscle—give you a deep, powerful chest—solid shoulders and iron wrists—tough, slim midsection—and trim, steel-spring legs—simply thru "DYNAFLEXING" each muscle once a day!

There's nothing wrong with the bar-bell and weight-lifting method . . . but why bother? Why waste time and money, why sweat and strain your way to a streamlined symmetrical SAMSON-STRONG BODY—when you can do it better—bigger—faster—easier with the DYNAFLEX SECRET?

STRONG-MAN SEX-APPEAL ATTRACTS GIRLS

Be honest. Down deep you KNOW you envy the boy with the virile, magnificent build. Every man and boy secretly desires a broad brawny back, a solid man-muscled chest, handsome he-man shoulders, arms rippling with tough, steely sinews, a narrow waist, slim hips and springy, power-packed legs. Girls go for a fellow with TWO-FISTED BIG MUSCLE SEX-APPEAL . . . and they only laugh at skinny guys or "fatso's".

Let me give you a glowing new body, brimming over with energy and irresistible inches of solid muscle on your chest—he-man appeal. I can build three inches of beef and brawn on your shoulders. I will mold you a handsome super-body of terrific strength, give you a crushing grip, legs crammed with steel springs. A lean taut rock-solid punch-proof midsection. Pack your body with energy and thrilling stamina that will have girls falling at your feet.

GIVE ME TEN MINUTES A DAY —THAT'S ALL!

After DYNAFLEX, you'll be able to roll up your sleeves and take off your shirt and, for the first time in your life, you'll be PROUD of your manly build. Yes, pal, say goodbye to your weak, flabby frame—get ready for adventure and romance with a solid physique that glows and vibrates with virile he-man appeal. You'll be really proud to have people see your MAGNIFICENT HE-MAN-MUSCLES at the beach or gym. And, when the fellows stare with envy and jealousy—when the girls crowd around to squeeze your iron biceps or touch your bulging brawny chest—when they ask in amazement HOW you did it—tell them about the Magic Secret of DYNAFLEX!

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F. W. COX, Hollywood, Calif., averaged $150 a month spare time while training, now has his own full time business. E. DUANE BITNER, Northfield, N.J., works on missiles. He says, "NRI training gave me the biggest boost in my life."

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